

• MAY 1958

# BUTANE-PROPANE

A CHILTON PUBLICATION

## *News*

CONVENTION  
AND SHOW  
ISSUE

HEADQUARTERS FOR L.P.G.A.S INFORMATION SINCE 1931

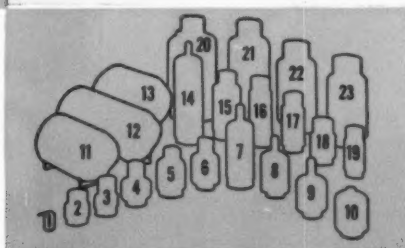
• L.P.G.V.P.'s

*R.S.V.P. in person at the convention . . .*

You are Invited  
to  
Accept Our  
**HOSPITALITY**

in Our Suite in the  
CONRAD HILTON HOTEL  
MAY 4-5-6-7th ANYTIME AT ALL

**ANCHOR**  
PETROLEUM COMPANY • TULSA



#### KEY TO CYLINDERS IN PHOTO

| Key No. | Model No.  | Capacity (Lb. Propane) |
|---------|------------|------------------------|
| 1—      | T-91       | .91                    |
| 2—      | PC-5PL     | 5                      |
| 3—      | PC-5       | 5                      |
| 4—      | PC-11      | 11                     |
| 5—      | PC-20APL   | 20                     |
| 6—      | PC-20A     | 20                     |
| 7—      | RC-40A     | 40                     |
| 8—      | RC-25      | 25                     |
| 9—      | RC-20      | 20                     |
| 10—     | CC-20A     | 20                     |
| 11—     | 200H-22    | 200                    |
| 12—     | 420H-24    | 420                    |
| 13—     | 420H-29    | 420                    |
| 14—     | RC-100A-DB | 100                    |
| 15—     | PC-60ATR   | 60                     |
| 16—     | H-43L      | 43.50                  |
| 17—     | H-33L      | 33.50                  |
| 18—     | H-20L      | 20                     |
| 19—     | H-14LV     | 14                     |
| 20—     | PC-420A    | 420                    |
| 21—     | PC-300A    | 300                    |
| 22—     | PC-200A-22 | 200                    |
| 23—     | PC-150A-20 | 150                    |

## How many of these LP-Gas Cylinders do you use?

Shown here is a representative selection of Hackney LP-Gas Cylinders chosen from the much larger *complete* Hackney line.

Each cylinder represents a profitable service opportunity for LP-Gas dealers. In fact, many dealers may have as many as 112 different markets for LP-Gas right in their own marketing area!

#### Hackney's full line helps get new business

The chances are you can get more business, too, regardless of the type of cylinder required, because Hackney has the cylinders for you—one to 420 pounds. Many are available immediately from stock. All are lightweight, two-piece cylinders, made the Hackney way—deep drawn from cold metal for uniform wall thickness, strength without excess weight.

For a list of uses for LP-Gas in the home, on the farm, in industry and commerce, write at once to:



### Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 South 66th Street, Milwaukee 14, Wis.

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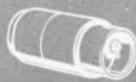
cylinders



systems



fuel tanks for trucks and tractors



lift truck tanks



tank trucks



bulk storage tanks

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS

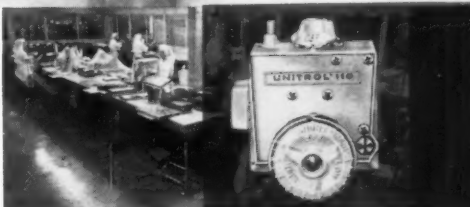


the why\*  
behind a  
big decision



From its modern \$10,000,000.00 plant in Long Beach...

## Robertshaw enters the manufacture of Central Heating Controls!

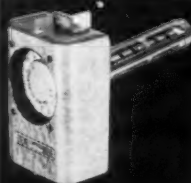


\* **Exacting Quality Control**—a proved factor in the successful development and production of millions of dependable water and space heater controls.

**Unitrol 110**—the standard of the water heater industry... more than 3,000,000 controls produced and sold with less than one-half of one percent returns.



**TR Wall Thermostat**—dependable comfort control for the home... "fashion-right at home" in any decor!



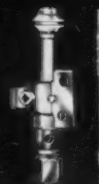
**FAL 400 Fan & Limit Control**—Compact, easy to install... Fan & Limit Control settings adjustable.

\* **Exacting Quality Control**—now lends its technique to the manufacture of Central Heating Controls and Accessories!

**Unitrol 1000**—Interchangeable cartridges convert basic unit from manual to automatic or wall thermostat operation.



**#9 Pilot and Super-Clad Thermocouple**—An unbeatable combination for positive, safe operation.



CONTACT:



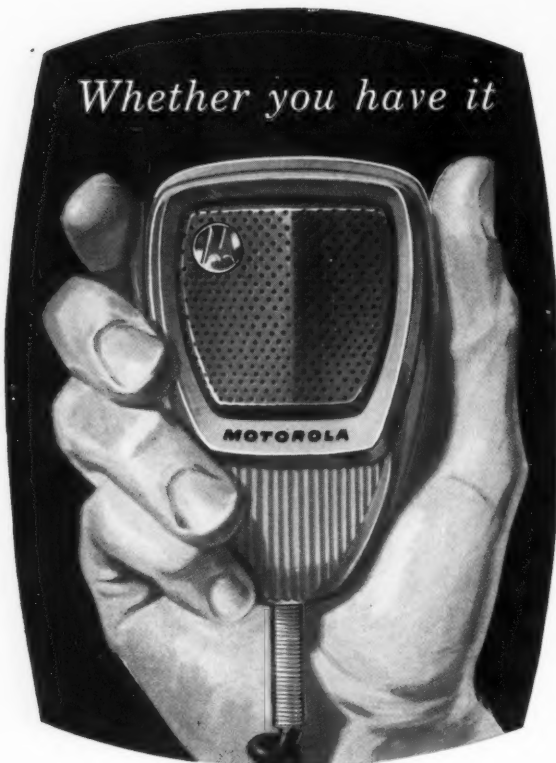
# Robertshaw-Fulton

CONTROLS COMPANY

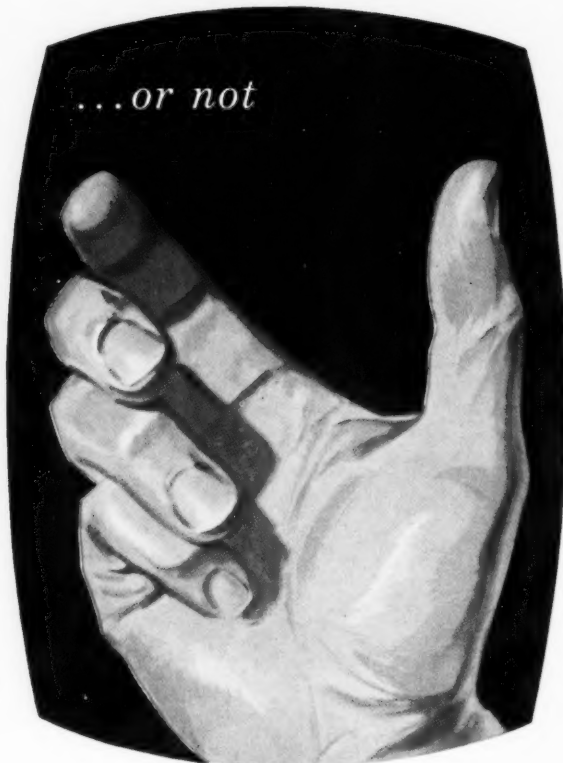
GRAYSON CONTROLS DIVISION, LONG BEACH, CALIFORNIA

Dependable Robertshaw controls are advertised nationally to your customers in *Good Housekeeping*, *American Home*, *Sunset* and *Saturday Evening Post*.

Whether you have it



...or not



# YOU ARE PAYING FOR 2-WAY RADIO

The cost of *not* having 2-way radio is actually taking dollars out of your pocket every day . . . *more* money than it would cost to own your own Motorola 2-way radio system. Here's why!

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**Get the full money saving, money making story on Motorola 2-way radio . . . complete product line—engineering service—installation—maintenance—lease/finance plans, for every need.**



## **MOTOROLA** 2-WAY RADIO

Motorola Communications & Electronics, Inc. • A Subsidiary of Motorola, Inc. • 4501 W. Augusta Boulevard, Chicago 51, Illinois



A CHILTON PUBLICATION

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MAY 1958

# BUTANE-PROPANE

*News*

Volume 20-Number 5

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**Nor-Tex****BIGGER  
PAYLOAD**

# **DELIVERY UNITS**

**2500 WG Units Now Weigh Under 23,000 lbs. Loaded!****STANDARD TWIN • PAYLOAD SPECIAL • CUSTOM TWIN • DE LUXE TWIN**

Nor-Tex presents the newest development in sleek, LIGHT-WEIGHT, stream-lined, twin or single barrel LPG Delivery Units and again Nor-Tex is FIRST with ALUMINUM SKIRTING and CABINETS and engineering designs which have reduced over-all weight. 3000 WG units and over are also available for use on cab over or cab forward trucks and are still within the 18,000-lb. axle limit.

Nor-Tex Custom units haul "extra" gallons each trip! You deliver "extra" gallons faster with Nor-Tex custom designed high flow plumbing. You take fewer hours and travel less miles to deliver a gallon of gas. For day in, day out efficiency, durability, payload, fast loading, high rated delivery, perfect balance and appearance Nor-Tex delivery equipment can't be beat!

*Ideal In States Imposing Ton Mile Tax*

## **Nor-Tex TRANSPORTS**

You can now haul MORE GAS and LESS STEEL than ever before with skillfully engineered, smart looking, streamlined Nor-Tex transports of T-1 and A-202 steel. These easy-to-maneuver, road-tested units are hauling more gas and substantially boosting profits for users everywhere. Nor-Tex transports are safe and dependable . . . built by men with years of bulk plant experience. May we help you? Phone, wire or write today! Interested attention, experienced assistance and helpful suggestions are yours for the asking.

### **We Are Truck Distributors**

As authorized new truck distributors Nor-Tex can save you hundreds of dollars on Internationals . . . Chevrolets . . . Fords and GMC's. Order any unit you need. You can't beat a Nor-Tex deal for all around value.

Be Sure To Visit  
Booths 36 and 37  
LPGA  
National Convention

WRITE, WIRE  
OR PHONE  
FOR PRICES

**Nor-Tex**  
PRODUCTS  
COMPANY

National Sales Agents for

# **NORTH TEXAS**





## Nor-Tex ROCKET

Boosting LP Gas Sales Everywhere

New 1000 and 2000 WG Nor-Tex "Rockets" (strategically placed for best distribution) will substantially boost year 'round sales and quotas for bulk plants everywhere. Makes an excellent attention compelling ad to attract LPG customers. Large, enclosed cabinet at base, with convenient arrangement of fittings, is flexible to any type of installation. Complete self-contained unit (pump-valves-meter-strainer-hose) occupies only 72" diameter.

### Completely Flexible

Nor-Tex Rocket Service Stations can be used as storage with any type or make of dispenser... installed on base of rocket or on an island.

#### STRONGEST WELD

#### EXTRA STRENGTH

Custom Made Hood

Multi-Valve

Rego Regulators



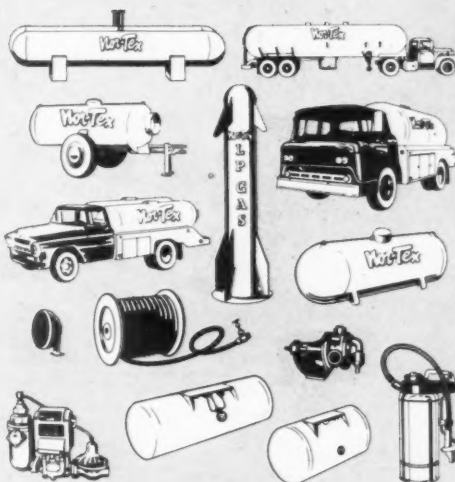
Internal Relief Valve  
On All STAR Systems

### HITCH YOUR PROFITS TO A STAR

- ★ Can't be beat for Quality... Features... Design or Price.
- ★ Nor-Tex construction exceeds all safety requirements.
- ★ Thoroughly buffed and cleaned for finest appearance.
- ★ The Nor-Tex STAR is completely fitted and ready for use.
- ★ Bottom outlets are standard on all above ground tanks.
- ★ Immediate delivery on one Nor-Tex STAR or a truckload.

2% - 10 days, on truckload lots delivered in our trade area or ask about our finance plan.

## LOOK TO Nor-Tex For ALL Your LPG NEEDS



One Nor-Tex Call  
Gets It All!



Nor-Tex  
LOW COST  
LPG  
Financing

A PLAN TO MEET EVERY NEED

# TANK CO.

P. O. BOX 1219  
DENTON, TEXAS  
DUpont 2-5416



LITTLE JOE  
*Says:*

# Go FISHER

**1**



**TYPE  
D134**

**INCREASE FILLING RATE  
SAVE MONEY  
DELIVER GREATER GALLONAGE  
PER MANHOUR**

Fast filling with low pressure drop.

Seals gas-tight under all operating conditions.

Maximum free area and smooth contour for high sustained flow.

**3**



**TYPE  
F108**

**LETS YOU WITHDRAW LIQUID CONTENT  
OF TANK AT MINIMUM COST**

An entirely new locked type excess flow check valve.

No additional fittings needed other than pipe plug.

Plug can be removed—hand valve connected for liquid withdrawal—even with liquid in container.

**2**



**TYPE  
E100**

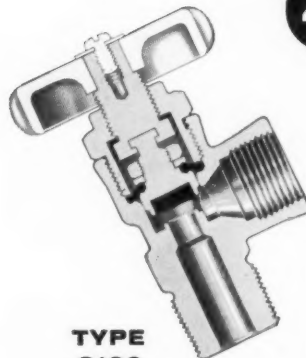
**KEEP VAPOR EQUALIZING RATE UP TO PAR  
WITH LIQUID FILLING CAPACITY**

Built to withstand severest service.

Upper portion can be removed with tank under pressure.

Seals gas-tight under all operating conditions.

**4**

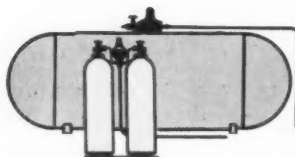


**TYPE  
C100**

**VAPOR SERVICE  
LINE SHUT-OFF  
VALVE**

Packless type construction for trouble-free service.

Positive opening and closing.



IF IT FLOWS THROUGH PIPE ANYWHERE IN THE WORLD . . . CHANCES ARE IT'S CONTROLLED BY . . .

# when you want fittings fast!

**TYPE  
H235**



**5**

## **SAFETY RELIEF VALVE**

Protects against excessive pressure on container.

Set and sealed at the factory.

**TYPE  
J411**



**6**

## **FIXED LIQUID LEVEL GAUGE**

Determines maximum filling capacity of container.

Has instruction dial that indicates when to "Stop Filling."

- **Finest Quality**
- **Dependable Delivery**
- **Guaranteed Performance**

Your Fisher representative is always on the job when you want fast service on LP-Gas equipment. Leading LPG operators from coast to coast in every section of the country have found that they are far ahead by specifying Fisher. Remember, there's a Fisher representative near you. Depend on Fisher to give you top quality, fast service with a complete line of LPG fittings.

**Fisher controls available thru qualified representatives everywhere**

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6693 Park Avenue

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Marshalltown, Iowa

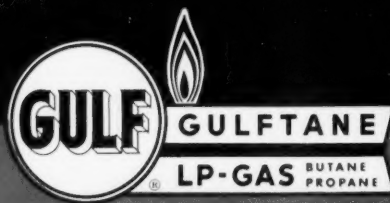
# TWAS A ROUGH WINTER!

So let's get together at the  
**CONVENTION**  
and cuss, discuss and compare  
**PROBLEMS and**  
**PERFORMANCE**

YOUR CONTRACT  
CALLED FOR A  
MAXIMUM OF 6  
CARS A MONTH

YEAH! BUT YOU  
SHIPPED ONLY  
6 IN NOVEMBER,  
10 IN DECEMBER,  
14 IN JANUARY AND  
18 IN FEBRUARY,  
WHEN I WANTED 20,  
JUST TO BE SAFE!

*P.S. ... if you find that  
your problems were greater than  
those of our customers, we  
will be happy to talk over  
the situation with you.*



**WARREN PETROLEUM CORPORATION**

TULSA, OKLAHOMA

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**BPN**

# Letters

## Propane will fire nitrogen generator

*New Hampshire*

This office is currently designing an installation which includes a nitrogen generator fired by propane to deliver 6000 standard cu ft of 99 per cent nitrogen to a nitrogen compressor.

It would be greatly appreciated if you could send us as complete information as possible to enable us to prepare layout drawings and necessary flow diagrams for the storage and distribution of propane. Any information to help us answer the following specific questions would also be appreciated:

1. If all deliveries of liquid propane to the storage tank are by truck, is a separate liquid propane pump, other than that integral with the truck, necessary?

2. Is a vapor compressor on the vapor return line to the delivery truck ever necessary?

3. It is desired to keep the 150-ft supply line from the storage tank to the nitrogen generator as small as is reasonable. Can pressure reduction be done in two stages, one at the storage tank and one at the generator? Or, can all the pressure reduction be done at the generator?

4. What are standard tank sizes, if any, in the approximate capacity of 10,000 gal. water content?

W. R. F.

We are not in a position to do engineering or provide engineering plans. There are several good companies in New York, New Jersey and vicinity that specialize in the engineering and construction of L. P. gas plants for all types of service. They are specialists dealing with a special industry.

The following are answers to your specific questions:

1. If all the trucks that will deliver propane to the plant you propose are equipped with a pump or compressor, then none will be needed at the bulk storage.

2. It is not necessary. However, if large quantities will be used, the additional cost of the vapor compressor will be recovered in the vapor removed from the transport container instead of returning it to the supplier.

3. Yes, the pressure reduction can be done in two stages. However, the primary reduction must be to a pressure that has a corresponding saturated temperature below the dew point of the vapor during the coldest weather.

4. There is no standard. Various fabricators have several sizes in the size range you designate. However, they make them to fit the size of plate available and facilities which they have for shaping the steel.—Ed.



## Piping for laundry installation

*South Carolina*

I would appreciate information on the following installation.

L.P. (propane) gas to supply seven 120,000 Btu dryers in a laundry, total of 840,000 Btu's from a 500 gal. underground propane tank.

What size piping would you use?

Would it be necessary to 2-stage?

The dryers have 3/4-in. outlets; how would you connect these to the line?

Would it be necessary to loop the pipe line at the dryers to insure uniformity of supply?

The tank is located approximately 40 ft. from the dryers.

R. L. A.

A total of 840 Btu is roughly 9 gal per hour. If this rate of usage exceeds two or three hours a day; we do not think a 500 gal tank, either below or above ground, will deliver this much fuel. We think you should have a larger tank or a vaporizer to insure a steady supply.

The size of piping will depend on the distance from the tank to the appliances and whether the full pressure reduction is taken at the tank or if regulation is accomplished in two stages.

Two stage regulation will insure closer pressure control at the dryers and will permit the use of a smaller pipe size from the tank to the second stage regulator.

Connection from the piping to the dryers should be made through an approved flexible connection approximating 3/4 in. pipe size. An approved shut-off cock should be at the end of the rigid piping ahead of each flexible connection.

It is not necessary to loop the line if the piping is ample. If the tank is up to 50 ft from the manifold to the seven dryers, including risers and allowance for elbows, tees, etc., and single stage regulation is used, we recommend that the connecting line be at least 1 1/4 in. If it is more than 50 ft and not more than 100 ft, then a 1 1/2 in. line should be used. If the line comes to one end of the row of dryers, continue the line full size past the first four. Then you can reduce to 1 in. for the next two and the last to 3/4 in. If the line from the tank runs to the center dryer, the two branches may be 1 in. to the second dryer then 3/4 in. If two stage regulation is used then 3/4 in. pipe in the high pressure portion should be used. However, the low pressure piping to the appliances should be sized as above.—Ed.



## Combustion controllers needed for soldering

*Israel*

I am trying to construct burners for soldering tins passing mechanically by conveying-belt at a speed of 12 to 14 tins per minute. These burners have a length of 7 ft and

## Letters • continued

a diameter of 1½ in., and should produce a short and sharp flame to avoid burning the tins.

My experiments by introducing a mixing chamber with primary air from the atmosphere does not give me the flame I need. Undoubtedly, compressed air mixed with the gas would give me the ideal flame, but here is the hitch: I cannot get the proper mixing of air and gas to give me these results.

My question is: What are the conditions for using compressed air as primary air for LPG? Are there special units needed for this purpose, and could you advise me what these units are and where I can obtain them in the U. S.?

U. W.

Soldering tins in the manner described in your letter requires precise and exacting flame control. This can be accomplished best by using combustion controllers and burners designed to do this soldering job rapidly.

The Selas Corp. of America, Erie Ave. & D St., Philadelphia, Pa.; the Kemp Manufacturing Co., 405 E. Oliver St., Baltimore, Md.; Eclipse Fuel Engineering Co., 1100 Buchanan, Rockford, Ill., all manufacture the

combustion controllers and burner equipment that can do a good and economical job for your client on his solder work.—Ed.



## Conversion factors

### Michigan

We are in the battery equipment business and have customers in all parts of the world. Our customers send us their specifications of the type of gas they use for heating molds and lead pots. This always seems to be different and you have been recommended by a propane gas dealer to send us charts or formulae with which to figure or calculate the Btu's per cu ft.

This is one of the problems—8600 kilogram calories per cubic meter; 34,200 Btu, maximum pressure 21 lbs per sq in. What is this in Btu's per cu ft?

H. M.

Some conversion factors which may be helpful to you are the following:

1 gram calorie: .0039685 Btu  
1 kilo gram: 1000 grams

1 kilo gram: 2.2 lb  
1 kilo gram calorie: 3.9685 Btu  
1 cu meter: 35.31 cu ft  
1 cu ft: .02832 cu meter  
1 in.: 2.54 centimeters  
1 liter: .001 cu meters = .03531 cu ft

The problem you included in your letter would convert as follows:

per cu m.  
8600 kg-cal x 3.9685 Btu/kg-cal = 34,200 Btu/cu m.  
34,200 Btu/cu m. ÷ 35.31 cu ft/cu m. = 970 Btu/cu ft

The above does not tell you the specific gravity of the gas or what kind of gas it is. The specific gravity is necessary to size the burner orifice. It may be an enriched manufactured gas or a natural gas. It is not propane or butane. Propane has a heating value of 2525 Btu per cu ft and its specific gravity is 1.52. Butane has a heating value of approximately 3250 Btu per cu ft and its specific gravity is 2.00.—Ed.



## No codes yet for storage in refrigerated spheres

### Minnesota

We would appreciate any information you could give us regarding the storage of LPG in refrigerated spheres, or references where we could find code requirements or recommended safe practices on the subject.

R. C. K.

We are enclosing tear sheets of an article which appeared in the April 1957 issue of GAS magazine entitled "Plant Stores Refrigerated Propane at -46 Degrees F."

There are no codes covering this type of storage. The plant was engineered and constructed by a utility company which has had considerable experience with L. P. gas. They realized the problems entailed and we believe gave due consideration to all aspects of the project.

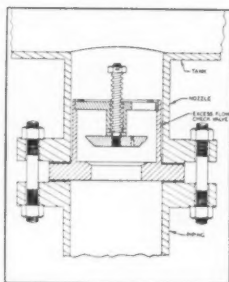
It is our understanding that the National Fire Protection Association has been asked to prepare a code to cover this type of installation. It will probably be some time before it will be ready.—Ed.



## Now! EXCESS FLOW CHECK VALVES

For BUTANE—PROPANE—AMMONIA  
and OTHER PRESSURE LIQUIDS

## Up to 10" PIPE SIZE



A NEW, rugged steel and stainless steel excess flow check valve for extra-heavy pipe sizes 2", 2½", 3", 3½", 4", 5", 6", 8" and 10".

Approved by Underwriters' Laboratories, Inc. for Butane-Propane use, No. 166 SERIES MGM EXCESS FLOW CHECK VALVES are designed for maximum flow as both excess flow check and back check valves, with minimum liquid hammer.

Valve flange fits 300 lb. American Standard steel pipe flanges, using standard size gaskets.



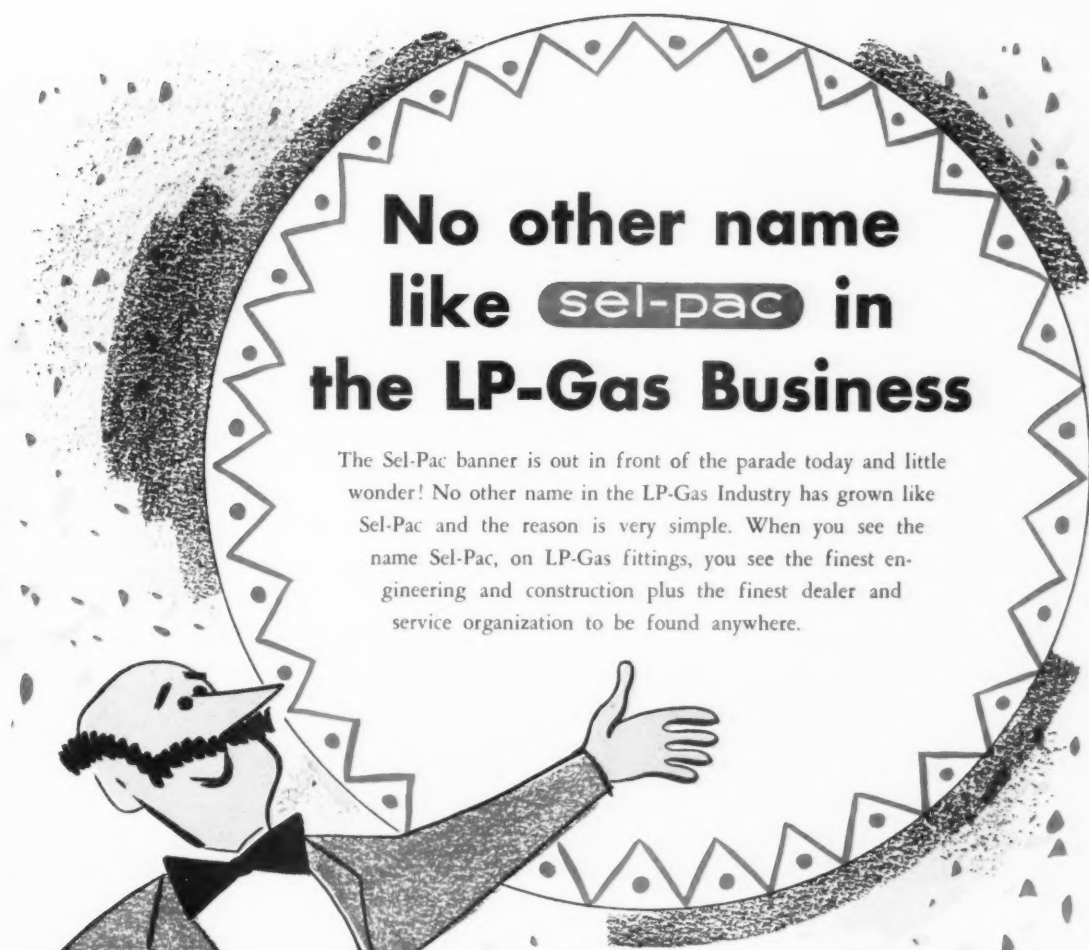
FOR INFORMATION, CONTACT



METAL GOODS MANUFACTURING COMPANY

110 S. Park Ave.

Bartlesville, Oklahoma



## No other name like **sel-pac** in the LP-Gas Business

The Sel-Pac banner is out in front of the parade today and little wonder! No other name in the LP-Gas Industry has grown like Sel-Pac and the reason is very simple. When you see the name Sel-Pac, on LP-Gas fittings, you see the finest engineering and construction plus the finest dealer and service organization to be found anywhere.



*Sel-Pac is on the move! GET ON THE SEL-PAC  
BAND WAGON NOW, and go places!*

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THE SHOW**

**sel-pac**

THE MARK OF LEADERSHIP

**SELWYN-PACIFIC COMPANY**

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# DELIVERY



## ON TIME ALL OF THE TIME

The Tuloma customer is no clock watcher — he knows Tuloma LP-Gas is precision-timed to meet customer needs. Deliveries are made when he wants them, in trucks or tank cars from Tuloma's large transportation fleet. He knows, too, that Tuloma LP-Gas comes from plants, refineries and underground storage facilities strategically located for prompt deliveries all through the year. Don't be a clock watcher!

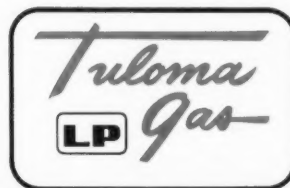
WRITE, WIRE OR CALL THE TULOMA OFFICE NEAREST YOU

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*Williamsburg, Virginia*  
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*Billings, Montana*  
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### TULOMA GAS PRODUCTS COMPANY

Pan American Building • Phone CHerry 2-3261 • Tulsa, Oklahoma





# beyond the mains

WHAT WILL THE L. P. GAS BUSINESS BE LIKE IN TEN YEARS? Where do you go from here? It does not take much of a prophet to predict, because most of our future course is already plotted in the history of other American industries. If you are not already looking into the future on the basis of what has happened in the past, it is time to take a look.

In our industry there will be fewer small businesses and more big businesses. Some small businesses will grow large through more efficient operation and better management. Some will become part of larger businesses through merger or through sale of assets. Other small businesses will disappear because they have not been able to become large through the above processes. Competition will tend to force these changes. Where will you be in ten years?

L. P. gas service will become more like utility service. It will take on those utility type features that are sound and applicable in the LPG field either because they are more acceptable to customers or because they promote more economical service. These factors will be reflected in greater growth, higher stability, and increased competitive strength. Are you planning in this direction?

There will be more working together toward a common goal by the several segments of the gas industry--urban and suburban service companies, manufacturers of appliances and equipment, and gas producers. Are you playing on the team, or "going it alone"?

More manufacturers will work toward the development of complete lines of matched units. This is already under way, and it is due for a tremendous expansion as the developments in refrigeration and air conditioning now under way become more widely available. Are you preparing to get more gas consuming appliances sold?

Seasonal load variations will be ironed out. We have one potent means of doing this now, in the extension of many summer-time agricultural uses that are already developed and ready to sell. Gas air-conditioning that can be combined with winter heating will be ready in the foreseeable future. Balancing the seasonal load will be, for most dealers, the direct route to greater profits and a stronger competitive position. Are you balancing your own seasonal loads?

CONGRESS STILL DALLIES ON THE PRIMROSE PATH. As we go to press there has still been no action in congress on the pending measures relating to government-financed competition with private business, and with tax inequalities. These are (1) the proposal to require REA co-ops to pay as much interest on loans as it costs the government to supply the money, and (2) the bills to put all co-operative businesses on the same federal tax basis as privately incorporated businesses.



Both of these proposals are steps in the right direction. As is to be expected, both are running into hard sledding because of organized opposition. There should be no question concerning the rightness or justice of either proposal. There is no sound reason why individual and corporate taxpayers should be required to carry an extra burden to offset federal gifts or favors to any privileged class of consumers. Neither is there any reason why co-operative businesses should be given special tax advantages to enable them to compete unfairly with private businesses from which such tax advantages are withheld. Nor should those who pay taxes on the regular basis be required to pay extra to fill up the hole left by the legal failure to tax this special group equitably.

Granted that these problems are complex--the combined brainpower of 96 senators and 435 congressmen should be able to reach proper and equitable solutions. We know of several in both houses who earnestly desire to do so. There are others who, for reasons satisfactory to themselves, are committed to the expansion of government in many fields that are better served by private business. And there are those who have a deep aversion to becoming politicians without jobs. These latter listen attentively to the voice of the voters. They hear the voice of these privileged groups clearly and frequently through special mouthpieces retained for just that purpose. But the voters who are on the paying end are neither well organized nor vocal. Your Senators and Congressmen will never know what you think unless you tell them. You and all your thinking friends who carry this extra tax burden should overcome your shyness long enough to "speak up loud and clear."

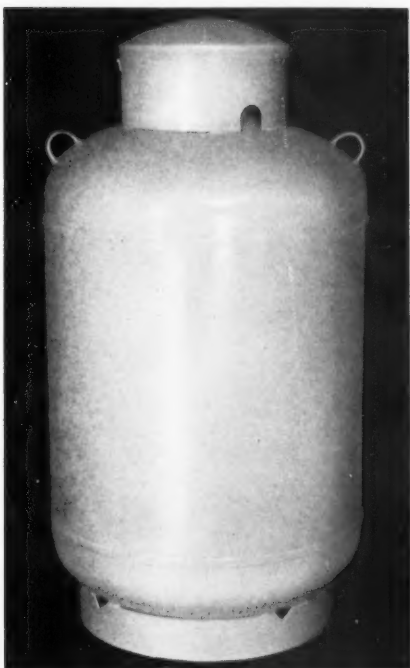
IT MIGHT PAY YOU TO DRILL SOME WATER WELLS, or at least team up with your local well drillers and plumbers on a "package deal." The latest Agricultural Information Bulletin (USDA No. 181) tells us that 36 per cent of rural homes in the U. S. do not have running water. (Regional variation runs from 69 per cent in East South Central states to only 2 per cent in the Pacific states, but out West new home construction creates an active market.) We suspect that this "have not" situation is the reason why "purchase and installation of plumbing fixtures" is now included in the majority of applications for REA loans. The REA Co-ops have no interest in running water except to get the pumping and water heating loads. Both these jobs can be done just as well and at less cost with LPG, and propane is ideal power fuel for the well drilling rigs. Let's get off the dime.

WE HOPE YOU WILL ATTEND THE ANNUAL LPGA CONVENTION IN CHICAGO. It will be held at the Conrad Hilton Hotel, May 4, 5, 6 and 7. As usual, the trade show will be the big event. The program allows almost unlimited time to visit the exhibits and inspect the merchandise. Many of the items on display are listed and illustrated in the "What's New in Products" section of this magazine. By studying this section in advance you can save time in finding items in which you are interested. The "Who's Here" pages in that same section give the booth numbers of the exhibitors. If you cannot inspect the merchandise in person, you can still get full information on the products by checking and mailing the inquiry card.

*Karl Abell*

# LONG TANKS

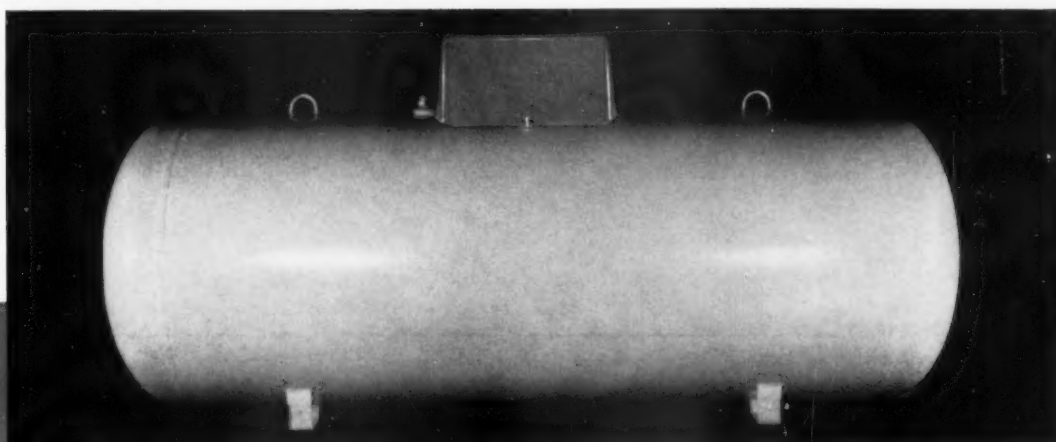
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Sizes from 60 W.G. through 1,000 W.G.

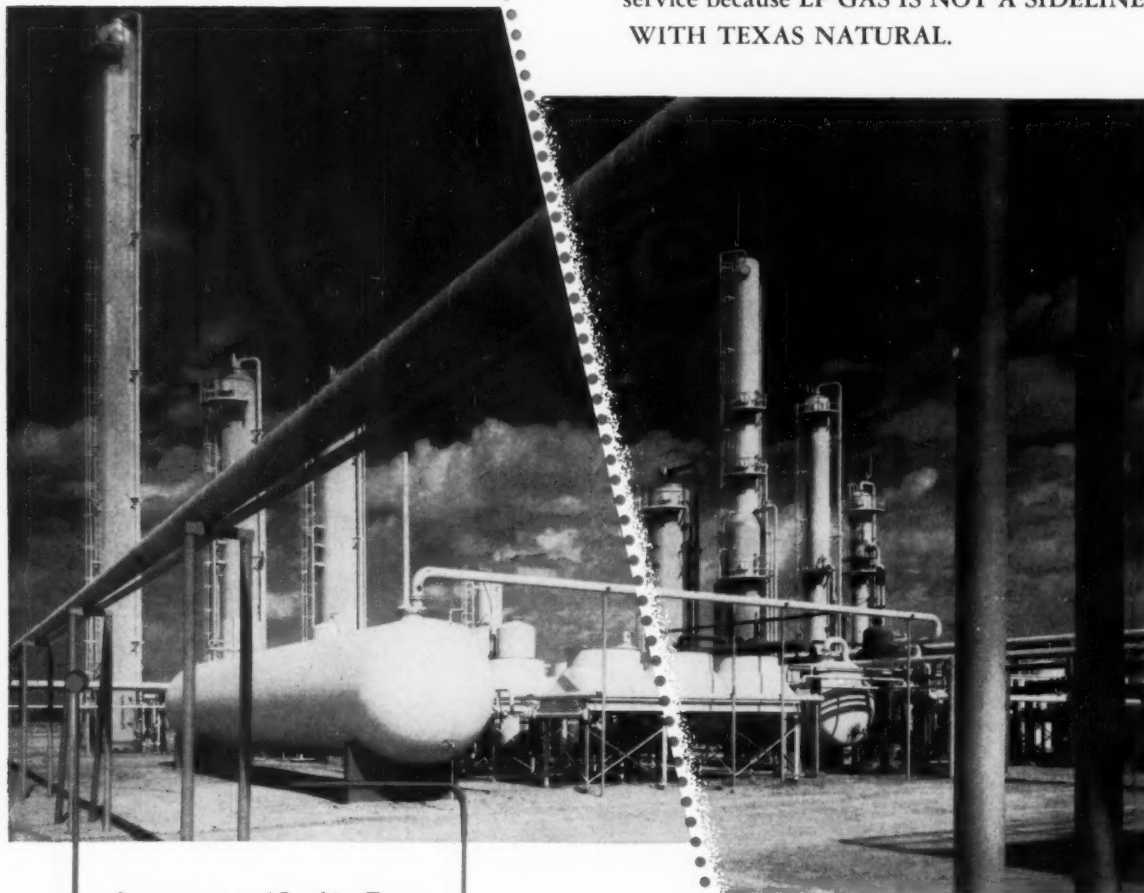
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**LONG TANK COMPANY, Inc. - TARBORO, N. C.**  
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# Modern Plants Quality Products...

Texas Natural manufactures and sells "Gasoline Plant" LP Gas. This clean, high quality fuel is made in all ten Texas Natural plants, and each plant is as modern as engineers can make them. The product is under constant control to assure uniform high quality at all times. You'll be better satisfied with TEXGAS quality and service because LP GAS IS NOT A SIDELINE WITH TEXAS NATURAL.



Process area of Rankin, Texas Plant where more than 350,000 gallons of lighter hydrocarbons are made each day.



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TEXAS NATURAL GASOLINE CORPORATION

TULSA, OKLAHOMA



# BUTANE-PROPANE *News*

## WHAT'S

## NEW

## IN PRODUCTS

It's fun to shop for new L. P. gas appliances and equipment. Here are 119 new products compiled by the editors of BUTANE-PROPANE News and presented to make shopping and buying easier for you. Many of these items can be seen on display at the LPGA Convention and Trade Show May 4 to 7 in Chicago. For additional information on any product presented on these pages, just circle the proper number on the convenient Readers' Service Card enclosed with this section.

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### HEATERS



#### Increased heating of floors

Siegler home heaters, with a patented, built-in blower and inner heat tube system, force the heat out over the floors and prevents overheated ceilings. Models range from 20,000 to 85,000 Btu.

All are completely assembled including 100 per cent safety controls. The 30,000, 40,000 and 60,000 Btu sizes feature a golden metal front while the other models offer pyrex glass fronts.

Circle 1 on Readers' Service Card



#### Vented and unvented heaters

Martin Stamping introduces its line of vented circulators and unvented cool cabinet heaters. With cabinets of "continental console" styling, the housewife has un-

## "WHO'S HERE"

An alphabetical directory of exhibitors at the 27th Annual LPGA Convention and Trade Show listing booth numbers and personnel in each booth is provided on pages A8 and A9.



limited use of the heater in her decorative scheme. In the vented heater line, there are three sizes of radiant circulators and four sizes of the enclosed circulators. Sizes range from 35,000 to 85,000 Btu. Safety cabinet models range from 18,000 to 40,000 Btu.

*Circle 2 on Readers' Service Card*

### Dearborn Regency

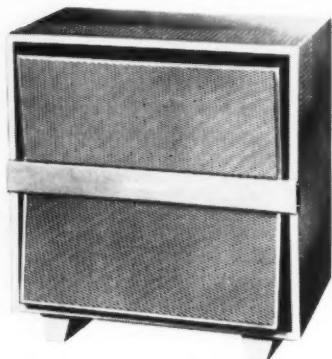
Eye-appeal outside and top engineering inside are features of the new Dearborn Regency room heaters. Styled by a leading industrial engineer to sell on sight, they have center control, thermo thrust blower, and coppertone finish. The blower thrusts warm air far out into a room, at floor level.

*Circle 3 on Readers' Service Card*

### Vented room heaters

Temco, Inc., has introduced its 1958 line of redesigned vented gas room heaters. The vented circulator series features a two-tone TV screen design to complement contemporary home furnishings. The models radiate heat from a golden TV screen grille while warmed air circulates through louver openings at the top. A concealed fan attachment that delivers warm air at floor level is available as an accessory.

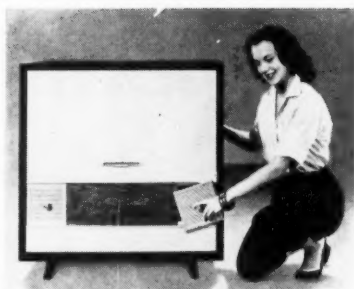
*Circle 4 on Readers' Service Card*



### Vented and vented radiants

The new Series 200 vented circulators can be called conservatively modern. In the Armstrong Products Corp.'s line there are three vented models and three vented radiant models — for 35,000, 50,000 and 70,000 Btu. Expanded metal front is removable, hinged at top for easy cleaning and servicing. Available with manual or 100 per cent safety pilot, and automatic controls.

*Circle 5 on Readers' Service Card*



### Contemporary styling

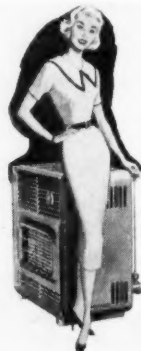
Duo-Therm's space heater features contemporary styling and twin-flow heat circulation that delivers two separate streams of freshly circulated warm air. The Contempo's concealed blower system is designed in such a way that air is heated twice: once as it is drawn into the heater, and again as it is forced out through new dual-discharge ducts. It is rated at 50,000 and 66,000 Btus, respectively.

*Circle 6 on Readers' Service Card*

### Sealed combustion chamber

An 8000 Btu low-priced wall heater, vented thru-the-wall to eliminate chimneys, is available from H. C. Little Burner Co. Models are available for recessed installation or for flush mounting on wall. Cabinets are finished either in fawn beige or white for bathroom use. The sealed combustion chamber draws air direct from the outside and is vented through a vent back to the outdoors. No products of combustion can circulate indoors.

*Circle 7 on Readers' Service Card*



### Waist-high controls

On Quaker's radiant vented automatic gas "fireplace" circulators, temperature controls have been placed at a waist-high position on the cabinet to make fingertip control possible. Standard

equipment in the series is the "warm floor" twin blower that provides a constant circulating flow of warmth that spreads evenly throughout the house.

*Circle 8 on Readers' Service Card*

### Vented radiant room heaters

Ohio Foundry & Manufacturing Co. announces the production of a line of vented radiant gas room heaters, called the Brilliant Fire "Continental II" series. In three popular sizes (35,000-50,000-65,000 Btu) the series incorporates all-welded 100 per cent gas-tight heat exchangers. They contain an exclusive "dimple-embossing" drawing process which is utilized to produce unusual rigidity of the heating sections and extremely effective resistance to thermal noise, so that quietness of operation is assured.

*Circle 9 on Readers' Service Card*



### Reductions in weight and cost

Coroaire Heater Corp.'s hot boy incorporates the company's venturi tube heat exchanger which permits substantial reductions in both weight and cost. Lower capacity units—50,000 and 65,000 Btus—they are fully automatic, with in-built and integrally-engineered controls.

*Circle 10 on Readers' Service Card*

### Restyled and redesigned units

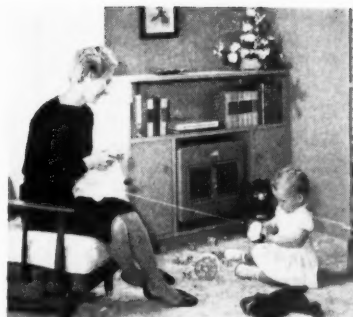
Changes in Janitrol's year 'round conditioner and gas-fired vertical winter conditioner are immediately apparent in the restyled cabinets, which are trim, absolute rectangular units, color-styled in two-tone colors. Highlight of numerous improvements in the year 'round is the "Dura-Tube" heat exchanger. It will not burn out, crack or corrode, according to the company.

*Circle 11 on Readers' Service Card*



PRODUCTS

SHOWCASE



#### Outside wall installation

A 20,000 Btu model of the Suburban Novent and Dynavent heater is designed for installation in outside walls. It is 14 in. wide. It fits easily between wall studs and requires no framing. No flue or chimney is needed, and extra-quiet blowers distribute heat evenly from floor to ceiling. It burns no room air, and all exhaust gases are vented directly outdoors.

Circle 12 on Readers' Service Card

#### Small area model

A 35,000 and 45,000 Btu down-flow blower furnace is announced by Fraser & Johnston. The 35 and 45 RJD is only 8 x 27 $\frac{3}{4}$  x 60 $\frac{1}{2}$  in. It fills a need where existing heating systems may be inadequate or where the advantages of central heating are desired without the need for the higher capacity furnaces. Also in development stages is a matching evaporator coil and remote condenser to provide air conditioning with the new furnace.

Circle 13 on Readers' Service Card

#### Redesigned blower-type heater

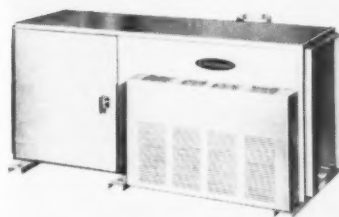
Modifications for improved appearance, greater ease of installation and an increased range of applications have been made in the Series US-B blower-type gas unit heaters manufactured by the Reznor Manufacturing Co. All heaters are now shipped completely assembled, ready for installation.

Circle 14 on Readers' Service Card

#### Residential air conditioner

Development of a low cost method of year-round air conditioning for the home or small business building is announced by Carrier Corp. It includes a new line of heating units designed for use with natural, mixed or liquefied petroleum gases. The new method pairs a furnace and horizontal-type cooling unit to form a Thermo-Center.

Circle 15 on Readers' Service Card



#### Counterflow and vertical models

Chattanooga Royal Co. has recently expanded its line of central heating units to include, in addition to six horizontal models already offered, six counterflow and six vertical models. The air conditioning units will be available for residential or commercial installation in two-ton, three-ton and five-ton capacity units with air cooled remote condenser.

Circle 16 on Readers' Service Card

#### Low compact furnaces

Three gas-fired furnaces with input ratings of 105,000, 135,000, and 165,000 Btu/hr, make up the new Low-Boy line of the Coleman Co., Inc. Overall height (not including plenum) is 42 $\frac{1}{2}$  in. All models have belt-driven blowers which permit a wide range of air adjustment.

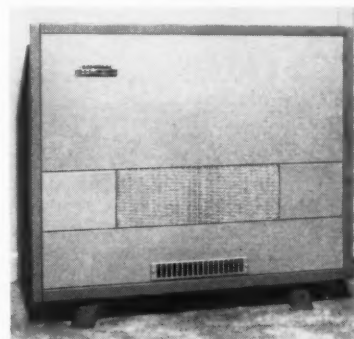
Circle 17 on Readers' Service Card

#### Air conditioner

The 1958 line of Holly refrigerated air conditioners is available in vertical flow, counterflow, and horizontal flow models for installation with central forced air

furnaces. Said to deliver more cooling inch for inch of floor space than any air conditioner ever built, the units feature a remote, air cooled refrigeration unit and easy installation.

Circle 18 on Readers' Service Card



#### Decorator styling

Decorator styling patterned after the modern line of the new Hi-fi trend is featured on Stiglitz Corp's Warm-Aire circulating gas heaters.

Circle 19 on Readers' Service Card

#### Service manual

For the installer and serviceman of heating and air conditioning equipment and controls, General Controls Co. announces the availability of the latest printing of its B-60 service manual.

Circle 20 on Readers' Service Card

#### RANGES

#### Five-way range

Dixie Products, Inc., offers on one model of its ranges, the Dixiemaster "300," five ways of cooking. Food can be cooked on the four surface burners. Simultaneously the cast aluminum griddle in the middle of the range surface can be used for grilling. A full-size oven offers another way to cook. Also a rotisserie oven can be used for baking, broiling or warming. And last, the drop-front smokeless broiler is used where

For further information on these products use Readers' Service Cards

a direct flame is desired. Dixie also offers 30 in. and 20 in. wide gas ranges.

*Circle 21 on Readers' Service Card*



### Hi-broiler meat oven

Among the new features announced for Magic Chef's line of gas ranges is a hi-broiler meat oven on 36 in. ranges. Other ranges feature swing-out broiler or its "outamatic" broiler that glides out when the broiler door is opened. The new line is said to be priced more competitively than ever before.

*Circle 22 on Readers' Service Card*



### Counter top twin burners

Hardwick Stove Co.'s counter top twin burners permit flexible planning. Consisting of a king size burner and a standard size, the units can be placed side-by-side in two's or three's, depending on cooking needs. Kitchen plan permitting, twin counter top units can be divided on parallel counter space or adjacent counters in a corner. Hardwick counter top ranges are designed in cluster, four-burner models, too.

*Circle 23 on Readers' Service Card*

### Charcoal type gas broiler

The Lazy-man open fire, charcoal type gas broiler, once connected to a gas line, is always ready to provide true charcoal flavor. No fire to build, no ashes to be removed, no messy fuel to handle, according to Chicago Com-

bustion, manufacturer. Glowing "permanent ceramic coals" give the appearance as well as flavor of real charcoal. Installation can be made in a fireplace or under an exhaust hood and fan combination. It is also suited to outdoor use and is available in a portable model.

*Circle 24 on Readers' Service Card*



### Crown kitchen heater-range

The LPG heater section of the Crown 36 in. and 40 in. ranges can be located on either the right or left side. The range features two giant and two standard center-simmer top burners and an even-action oven complete with electric light. Slide-out type broiler and oven are porcelain enamel lined. Heater section is rated at 40,000 Btu with automatic ignition and thermostat control.

*Circle 25 on Readers' Service Card*



### "Featuramic" styling

Brown Stove Works announces its "Featuramic" gas range. It spotlights giant Thermo-sim burners, Spill-free top, extra large tank-type Thermo-dome oven with Eze-out oven bottom. Completely removable Eze-out broiler roaster, two giant Eze-store drawers and the Touch 'O-gold Sof-glo backguard with clock and outlet.

*Circle 26 on Readers' Service Card*



### Meat cooking facilities

A wide assortment of meat cooking facilities is available on the RCA Whirlpool range. These include an automatic self-baster; individual skewer meals with the Ka-Bob attachment; a meat oven incorporating a waist-high, smokeless broiler and a low radiant-heat setting for barbecuing. Optional accessories include an automatic rotisserie and a meat probe. The ranges also have a built-in griddle and four surface burners with individual automatic pilots.

*Circle 27 on Readers' Service Card*



### Drop-in range top

Modern Maid has announced a drop-in range top which requires no front cutout and is engineered so that it is only 3 in. thick and will fit above the drawer space in most cabinets. Other features are: only one cutout needed; simple installation in tile tops; pulls down flush to cabinet with no space for spill overs to run into cabinet; and no need to worry about thickness of cabinet front.

*Circle 28 on Readers' Service Card*

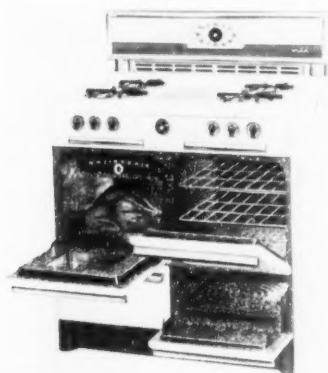
### Range-top rotisserie

A new range-top rotisserie which employs a unique method of heat deflection to eliminate spattering has been introduced by



the Tappan Co. It fits securely into the combustion tray of all Tappan gas ranges equipped with the "sizzle and simmer" burner.

Circle 29 on Readers' Service Card



#### Cast iron burners

All Welbilt gas ranges are now being supplied with cast iron burners when ordered specifically for L. P. gas. The 36 in. line features a stainless steel square-backguard with clock, timer, and appliance outlet as standard equipment. Optional features in this line include matchless oven ignition, glass oven window and light, griddle and rotisserie hi-broiler.

Circle 30 on Readers' Service Card



#### Rotis-O-Grill

Range-top rotisserie is one function of the Rotis-O-Grill four-way cooking center on the Geo. D. Roper Corp. 36 in. Gourmet gas

range. It also serves as a vertical broiler, a spatter-free griddle or, with cover, as a handy work surface. The unit's twin radiant burners provide fast, penetrating heat. Also featured on the Gourmet are Tem-Trol automatic top burner heat control, three Circle-Simmer top burners, a king-size 20-in. oven and Insta-Matic automatic oven control.

Circle 31 on Readers' Service Card

### WATER HEATERS



#### Table top models

Continental Water Heater Co.'s table top 30 and 40 gal. gas-fired water heaters are approved by AGA. Installation may be made under a continuous drainboard or as a free-standing unit utilizing the carving block top which is an accessory to these units. Heat is applied to the combustion chamber by an adaptation of Continental's mushroom burner. Built-in draft diverter dissipates down-drafts and permits installation flush to the wall with direct flue connection.

Circle 32 on Readers' Service Card

#### Temco water heater line

Temco's line of gas water heaters consists of 20, 30 and 40 gal. models in a Tall-Boy series and 20, 30, 40 and 55 gal. models in the Shorty series. Both are available in models carrying one, five and

ten year warranties. The complete line features perimeter burners, triple jet pilots, radiant shields, fiberglass insulation, steel draft diverter hoods, steel flue baffles, drain valves and 100 per cent automatic controls as standard equipment.

Circle 33 on Readers' Service Card



#### Compact water heater

The "Hide-a-way", a compact automatic gas water heater, designed to operate efficiently and economically in installations where headroom is limited has just been introduced by the heater and tank division, John Wood Co. Only 36 $\frac{3}{8}$  in. high with a diameter of 22 $\frac{3}{4}$  in., it can be hidden in a kitchen closet, in an attic with low ceiling or in crawl-space under the floor.

Circle 34 on Readers' Service Card

#### High speed water heaters

High speed gas water heaters with relatively small storage tanks, rather than low speed units with large tanks, are featured by Ruud. All tanks are non-ferrous — Alcoa aluminum or copper-nickel alloy — and enameled or glass-lined.

Circle 35 on Readers' Service Card

#### Storage and circulating tank

An automatic gas-fired, glass-lined, commercial storage and circulating tank water heater is announced by the Permaglas division, A. O. Smith. It has an input of 97,000 Btu per hour with all

For further information on these products use Readers' Service Cards

gases, has a 70 gal. storage capacity with an 81½ gal.-per-hour recovery at 100° temperature rise. Other features include complete assembly requiring only water, gas and flue connections; corrosion resistance; and a choice of horizontal or vertical draft diverters.

*Circle 36 on Readers' Service Card*

### Wall-mounted boiler

Ascot wall-mounted L. P. gas-fired boilers with input ratings of 120,000 Btu and 84,000 Btu are offered by Equipco Inc. These boilers feature attractive design, quiet operation, high efficiency and easy installation.

*Circle 37 on Readers' Service Card*

### L. P. gas heater line

An entirely new water heater designed specifically for the L. P. gas market is now available from White Products Corp. The line will be produced in four capacities: 20 gal., with 20,000 Btu input and 16.8 gal. per hour recovery; 30 gal. with 30,000 Btu and 25.2 gal. per hour recovery; and a 40 gal. with 30,000 Btu and 25.2 gal. per hour recovery. The models feature a completely new burner.

*Circle 38 on Readers' Service Card*

### CLOTHES DRYERS

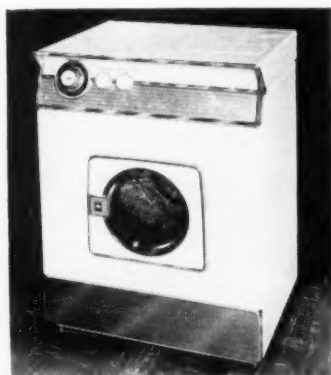


### O'Keefe & Merritt washer-dryer

A new automatic washer-dryer by O'Keefe & Merritt features three-knob control which is set once for the complete cycle. The clothes basket operates at a constant speed of 45 r.p.m. to eliminate vibration and the need for cushioning mechanisms. Porce-

lain enamel external finish, all internal surfaces porcelain enamel or plastic, permanently rustproof. Bearings on motor and moving parts permanently lubricated. Flush-to-wall installation.

*Circle 39 on Readers' Service Card*



### Whirlpool washer-dryer

The 1958 RCA Whirlpool combination washer-dryer utilizes an exclusive washing action that effectively removes stubborn stains. Up to 10 lb of clothes are washed with 3 gal. of water, plus water absorbed by the clothes. When washing time is set, three things happen at once: 3 gal. capacity water well begins to fill, an extra large cylinder begins to rotate, and a stream of filtered, sudsy water sprays the clothes. The unit is 33 in. wide.

*Circle 40 on Readers' Service Card*

### GAS REFRIGERATORS



### Norco refrigerator available

Now available from Norco are the 5865G and 584G gas refrigerators, with approximately 7 and 4 cu ft cold storage space. Available in either white or hammered bronze finish, both feature the Nor-

cold refrigerating unit. Thermostatically controlled, they employ fully automatic safety controls as well as "matchless" ignition. The 584G is a table top model, with a square cabinet and contoured door.

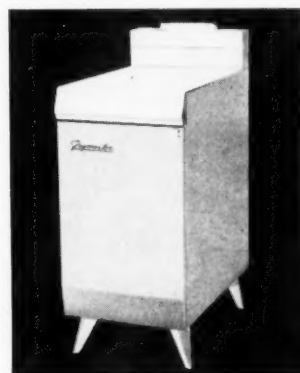
*Circle 41 on Readers' Service Card*

### Insta-Matic

A gas refrigerator with 7.6 cu ft capacity and shelf area of 14.2 sq ft has been announced by the Insta-Matic Heater Co. Also available are 1.7, 2.4, 5 and 11.5 cu ft models.

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### COMMERCIAL COOKING



### Deep fat fryer

The Master Jet by Frymaster features 80,000 Btu input to handle fast volume frying—cooks 70 lb of potatoes per hour (raw to done). Frying temperatures stay up to cooking level under heaviest loads. Clear fat can be drained and filtered through a large high drain valve and the entire fryer including the cold zone can be drained in as little as 55 seconds from the low drain, a big feature in busy restaurants.

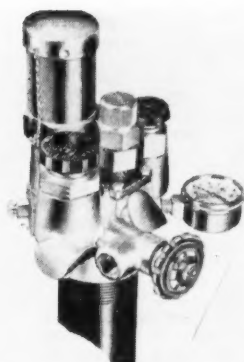
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### Hot top commercial range

Malleable Steel Range's South Bend super speed center-fired hot top commercial range will heat 8 gal. of liquid from 70° to boiling temperature in 23 minutes less time than a conventional type range. These sectional ranges are equipped with top burners to provide additional top cooking speed for which chefs in busy kitchens have been asking for a number of years.

*Circle 44 on Readers' Service Card*

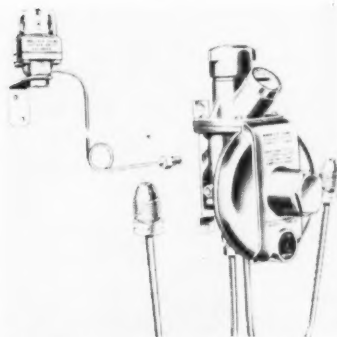
## VALVES & FITTINGS



### Multivalve assembly

Rego's 8575 and 8577 multivalve assemblies have been designed to meet the industry's demand for faster filling. Fill rates are almost 50 per cent greater than with former valves, allowing dealers to take full advantage of high-capacity pumps and meters. Only one tank opening is needed to provide all of the control valves.

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### Change-over regulator

Fisher's Type 965B multiple cylinder change-over assembly provides either direct or remote visual indication when supply cylinder is exhausted and the system is operating on the reverse. Remote indicator furnished is the 803 "panoramic window" indicator.

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### Anhydrous ammonia regulator

A complete departure in design is claimed for S & L Manufacturing Co.'s new high pressure regulator for anhydrous ammonia. Almost indestructible, it was designed for accuracy and long life. High orifice pressure delivery makes it unnecessary for farmers to limit their tractor speed in applying NH<sub>3</sub>.

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### High capacity relief valves

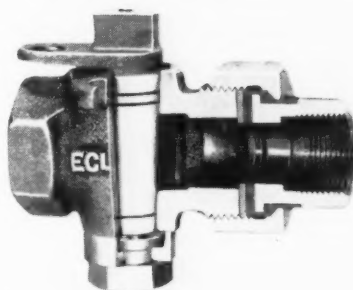
Sizes from 1/4 in. to 2 in. are available in a new line of relief valves introduced by Roney Inc. All offer new, high flows. The 1 1/4 in. has an extra high capacity, allowing its use where formerly a larger, more expensive valve was needed. All internal valves can be provided with pipe away connections. Rain caps are available for all sizes.

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### Self-closing relief valves

A new series of low cost self-closing temperature and pressure relief valves is announced by Watts Regulator Co. The valves come with or without a test lever and with short or extension type thermostats. They are designed to provide fully automatic temperature and pressure relief protection to applications where fuse plug type valves were previously used. Sizes are 1/2 in. or 3/4 in. male inlet and 1/2 in. female outlet.

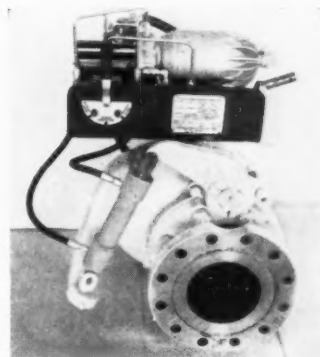
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### Insulated gas cocks

Wedgeseal gas cocks, designed to combine shutoff with insulation against house currents, have been developed by Gas Service Products. The cocks cost less and require fewer threaded connections than separate units designed to do the same job. The union incorporates an insulator which, the manufacturer reports, cannot be lost or left out and will not shear off, pull out, or crack in service. Available in lockwing and flat-head styles.

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### Power-operated valve

A new type of power-driven valve, electro-hydraulically operated, has been developed by Okadee. Particularly useful in the large sizes where pressures handled make manual operation difficult, it provides the same features as obtained in a motor drive. Although primarily intended for 4 in. and larger valves, it can be applied to sizes of 1 1/2 in. or smaller.

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For further information on these products use Readers' Service Cards

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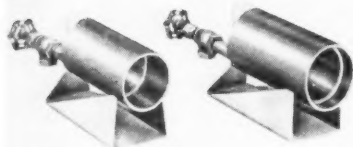
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## Steel valves

In addition to its line of bronze valves, Powell now offers steel globe, angle, and horizontal lift check valves. These are designed for more severe services. Discs are a special composition highly resistant to wear and action of LPG. The renewable screwed-in seat rings are of cast nickel bronze. Sizes are  $\frac{1}{2}$  in. to 2 in. with 400 lb rating.

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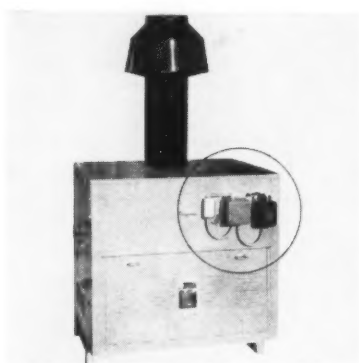
## INDUSTRIAL EQUIPMENT



## Self-vaporizing burners

Self-vaporizing type burners and torches which use liquid butane-propane direct from tank or cylinder are available from Hauck Manufacturing Co. Designed for a wide range of heat output, they light instantly; require no preheating; deliver clean, powerful, smokeless heat with a fully regulatable flame and excellent combustion. They are available for hand operation or for application on equipment. Capacities range from 200,000 to 1,500,000 Btu/hr.

Circle 53 on Readers' Service Card



## Electronic pilot shutoff

Raypak announces an addition to its line of gas-fired boilers. An electronic pilot shutoff and safety pilot control is now available as optional equipment on boilers rated at 400,000 and 600,000 Btu's/hr input. The pilot shutoff and safety control also includes electric pilot

ignition. In case of pilot failure, the main electric gas valve shuts off automatically.

Circle 54 on Readers' Service Card



## L. P. gas torch

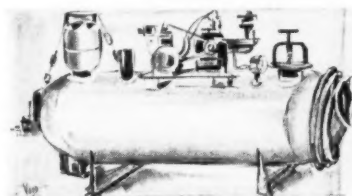
An L. P. gas torch with mixing chamber in rear of tip tube and ahead of the handle produces a tip with near-perfect combustion according to Goss Gas. It has a flame adjustable from a  $\frac{1}{2}$  in. pencil point to a 7 in. "brush," except the latter stays blue and narrow. Can be used outdoors in a gale or in a confined space without a back-blast blow out.

Circle 55 on Readers' Service Card

## Flaming torch

Wemco Products has announced its super flaming torch—Model F-20 designed to operate from a liquid withdrawal cylinder. It incorporates the principle of converting liquid gas to vapor in the preheated vaporization chamber of the burner thereby eliminating tank freeze up. Rated up to 800,000 Btu.

Circle 56 on Readers' Service Card



## Bitumals heaters

Designed to operate on L. P. gas, this bitumals and tar heater mounts on the rear of a contractor's cab. The body holds 45 gal. of bitumals. Uses special heat transferred fluid. Flame does not overheat. Especially suitable for road building contractors and timed to give LPG dealers an added gas load during the coming road building months.

Circle 57 on Readers' Service Card

## Gas-fired boiler

Bastian-Morley introduces the Basmor Series 260 boiler in eight sizes for hot water, steam or large volume water heating. Btu inputs range from 100,000 to 450,000 per hour. Especially designed for economical gas operation.

Circle 58 on Readers' Service Card

## Positive control salamander

Weldit Inc., offers a variable input salamander which uses constant pressure. The simple lever control adjusts from minimum to maximum Btu output at a flick of the finger, thus offering positive heat control for any job. According to the company, the Heat-erama is absolutely clean burning, producing no smoke or soot at any setting. This is a single burner salamander. Equipped with 100 per cent automatic safety shut-off.

Circle 59 on Readers' Service Card

## INSTALLATION & SERVICING



## Junction box

Betts Machine announces its B-40J junction box. Made of cast aluminum, it's coated inside and out with baked enamel for complete protection and features the Warren snap seal pressure tight "O" ring cover seal. The heavy duty body wall ( $\frac{5}{16}$  in. thick) permits drilling and tapping at suitable locations for conduit fittings. Its design allows quick access for opening and closing of the box.

Circle 60 on Readers' Service Card



## Truck-mounted backhoe

Ottawa Steel division has designed a truck-mounted backhoe for Chevrolet  $\frac{3}{4}$  ton trucks (and larger). It digs  $12\frac{1}{2}$  ft deep in any position of  $190^\circ$  arc. The  $190^\circ$

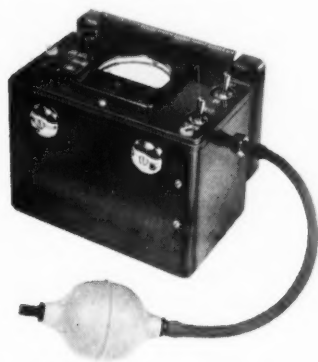


**PRODUCTS**

**SHOWCASE**

swing is continuous without changing pins or moving cylinders. A quick on-and-off feature of the backhoe leaves the truck free for other work when not needed for digging.

*Circle 61 on Readers' Service Card*



#### Portable oxygen indicator

A portable oxygen indicator for checking oxygen deficiency or conditions in an atmosphere that might increase fire and explosion hazards has been developed by Mine Safety Appliances. It measures oxygen concentrations ranging from 0 to 25 per cent by volume with an accuracy within 1/2 per cent. It occupies 160 cu in. of space and weighs less than 6 lb.

*Circle 62 on Readers' Service Card*

#### Transite vent pipe nipples

Johns-Manville announces a line of transite gas vent pipe nipples. They are made of asbestos-cement in five additional lengths to provide greater freedom in the designing of systems for venting gas-burning appliances. There are now eight different lengths of transite from which to choose, including the 4 in. nipple and two pipe lengths (5 and 10 ft).

*Circle 63 on Readers' Service Card*

#### Trencher

The Model C Ditch Witch trencher manufactured by the Charles Machine Works Inc. is powered by a 7 hp engine and will dig trench 3, 4 1/2 or 6 in. wide to

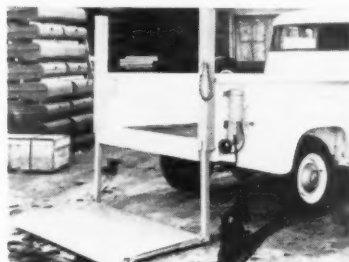
depths up to 2 ft. Trenching speed is about 4 ft per minute. A bulletin describing the machine is available.

*Circle 64 on Readers' Service Card*

#### Drill

The E. F. Griffiths Co. announces its new Uni-drill. It is a combination impact tool and conventional drill for drilling through masonry on installation work.

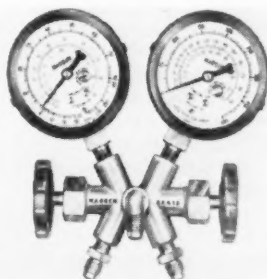
*Circle 65 on Readers' Service Card*



#### Hydraulic lift gate

The Express-O-Lift has been designed by Anthony Co. specifically for 1/2 and 3/4 ton pickup trucks having express type bodies. It utilizes hydraulic power to lift loads up to 800 lb from a truck. It enables the driver to handle all unloading and loading operations by himself.

*Circle 66 on Readers' Service Card*



#### Double gauge testing unit

A double gauge charging and testing unit is announced by Madden Brass. Designed for testing and purging both high and low sides of a refrigeration circuit, it

helps servicemen find trouble quickly. Features Teflon valve seat and requires only light hand pressure for positive shut-off.

*Circle 67 on Readers' Service Card*

#### One-man trencher

The one-man operated Arps trencher is ideal for gas line trenching. Easily transported and put into operation, it digs a trench 2 3/4 in. wide and up to 20 in. deep.

*Circle 68 on Readers' Service Card*

#### Tool boxes

Morrison Steel Products announces a newly improved line of tool boxes that will fit all makes of pickup trucks and are designed to take all standard packaging of small parts and equipment. They are available in 75, 90, and 105 in. standard lengths and feature new slam-action safety-catch paddle locks which can be repaired using a pair of pliers.

*Circle 69 on Readers' Service Card*

#### Trencher

Stampings' Pow-R-Spade trencher digs a 3 in. wide trench from 1 to 24 in. deep. Portable, easily loaded and transported to job locations by one man. It is 38 in. high, 33 in. wide, 80 in. long, and weighs 232 lb.

*Circle 70 on Readers' Service Card*

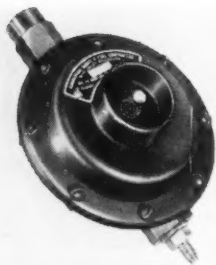
### CARBURETION

#### LPG light-duty truck

International Harvester Model A-100 light-duty truck with service utility body is available with LPG-fueled 240 cu. in., 132 hp engine as optional equipment. International offers factory-installed LPG engines on trucks from 4200 to 60,000 lb gross vehicle weight, in 4 and 6-wheel and cab-forward models. Light-duty models are available with choice of pickup, panel, dump, stake, Travelall or Travelette bodies.

*Circle 71 on Readers' Service Card*

**For further information on these products use Readers' Service Cards**



### Compact fuel controller

The Garretson fuel controller is a small and compact single stage unit designed especially for the small air-cooled engines using LPG vapor or natural gas. The Model "S" is 3¾ in. in diameter and is easily mounted directly on the carburetor of most engines. An adjustable lock-off screw permits using inlet pressures of from 6 oz to 10 lb, capacity is from 4 to 25 hp depending on the inlet pressure used.

*Circle 72 on Readers' Service Card*

### L. P. gas Ford carburetors

For 1957 and 1958 Ford truck engines, equipped with Loadamatic Spark Ignition, Ensign Carburetor offers an L. P. gas carburetor with various adaptors for 2- and 4-bbl manifolds. These are also available for 1955 and 1956 models. The unit incorporates a built-in economizer which assures minimum fuel consumption during practically all working load ranges.

*Circle 73 on Readers' Service Card*



### Filter oil with toilet paper

The Retlif oil filter adapter plates are used to convert a car's or truck's present oil filter so it can use ordinary 10 cent rolls of toilet paper, which the firm reports, is the most efficient and economical oil filter known, according to laboratory reports.

*Circle 74 on Readers' Service Card*

### LPG system for fork trucks

An LPG fuel system is available as optional power on the new Clarklift line of fork trucks. Components of the system are interchangeable on all Clarklift models. A flexible fuel line from the externally-mounted tank to the fuel filter permits opening of the engine hood without disconnection of the fuel line.

*Circle 75 on Readers' Service Card*

### Dual voltage solenoid valve

Beam Products Manufacturing Co. has perfected a compact universal 6 or 12 volt DC solenoid valve which may be used on either voltage. Weighs 11 oz and measures 2¾ in. in length; is of straight-through design, has ¼ in. pipe connection and may be used as gasoline shutoff.

*Circle 76 on Readers' Service Card*

### Carburetor adapter

An L. P. gas adapter for converting 4 bbl carburetors to combination (L. P. gas and gasoline) operation is announced by Century Gas Equipment Co. This adapter is suitable for all Ford, Chrysler and GMC products except Ford-6 and 6 cylinder 1957-58 Chevrolets. It has only two adjustments—idle and full power. Only one fuel line, a 1 in. vapor hose, is required.

*Circle 77 on Readers' Service Card*

## PLANT EQUIPMENT

### 3-lb capacity extinguisher

Safety First Products has developed a 3 lb capacity dry powder fire extinguisher with an extinguishing efficiency rating equal to eight 1 qt vaporizing liquid (carbon tetrachloride) extinguishers. It is 17½ in. high by 4¾ in. in diameter and weighs 8 lb. fully charged. It is hydrostatically tested for 800 lb with a rupture point of 3000 lb.

*Circle 78 on Readers' Service Card*

### Simple operation extinguisher

The design of Walter Kidde & Co.'s 20 and 30 lb dry chemical fire extinguishers makes operation of the units self-evident for anyone picking up a unit in a fire emergency. Simply aim the discharge horn at the fire and pull the trigger. The extinguisher's

pressure gauges tell at a glance if they are charged and ready for action.

*Circle 79 on Readers' Service Card*



### Grip-type cylinder fill valve

Designed to eliminate the time required to connect and disconnect the customary threaded joint, the True Blue cylinder filling valve makes a gas-tight connection with the cylinder valve and opens the line valve by a single movement of a lever. Swinging the lever to the disconnect position closes the line valve. When connection is broken, escaping gas is directed away from operator.

*Circle 80 on Readers' Service Card*

### Quick action extinguishers

Pull the pin, squeeze the lever, aim and discharge. That's all there is to operating General Fire Extinguisher Corp.'s Stored Pressure Dry Chemical Extinguishers. A complete series is available featuring 2½, 5, 10, 20, and 30 lb sizes. Cam action provides maximum discharge rate with minimum travel of operating lever.

*Circle 81 on Readers' Service Card*

### Chemical fire extinguisher

Dry chemical powder—an effective killer of both flammable liquid and electrical fires—is now available in a 2½ lb pressurized extinguisher from the Fyr-Fyter Co.

*Circle 82 on Readers' Service Card*

## CYLINDERS

### Low-price 100-lb cylinder

A 100-lb Prest-O-Lite cylinder has been added to Linde Co., division of Union Carbide Corp.'s line of L. P. gas cylinders. It is priced substantially lower than other cylinders. It weighs only 63½ lb without valve and cap. The new P-100-N joins two other 100-lb





PRODUCTS

SHOWCASE

cylinders, giving users a choice of three: P-100-N, with precision imprinted markings; P-100-W, with a wide flange (which takes markings); and P-100-R, with a head-ring (which takes markings). All three are about 50 in. in height and about 15 in. in diameter.

Circle 83 on Readers' Service Card

### Cylinder leasing

Cylinders, cylinder valves, and freight are all included in the rental charge when leasing Weatherhead LPG cylinders. Leasing frees needed capital for other uses. LPG Leasing Corp. leases Weatherhead cylinders with a guaranteed purchase price during the leasing period, thus guarding against rising cylinder costs.

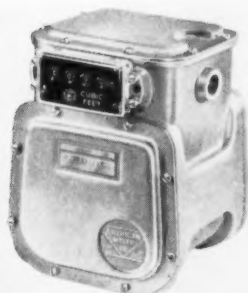
Circle 84 on Readers' Service Card

### Fork lift cylinder catalog

LPG cylinders for fork lift trucks are featured in a new four page color catalog issued by Scaife Co. Benefits, features, specifications, and drawings of three standard size cylinders are covered. Ten reasons why LPG is the best fork lift fuel make up one entire page of the booklet.

Circle 85 on Readers' Service Card

## METERS



### Aluminum L. P. gas meter

An aluminum case L. P. gas meter has been introduced by American Meter Co. Designed to provide metered service for small

commercial loads and medium-sized homes with L. P. gas heating. Rated capacity for the new meter is 110 cfh at  $\frac{1}{2}$  in. wc differential. Working pressure is 5 psi. The A1-110-LPG is available with  $\frac{3}{8}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$  in. Fpt connections.

Circle 86 on Readers' Service Card

### Vapor meter

Neptune Blue Seal LP-vapor meter has been developed especially for L. P. gas dealers who bill through individual meters. Incorporated in the meter is a new, easy-to-read index which has been designed and built by Neptune specifically for the L. P. gas industry. Capacity ratings are 42 cfh with propane, and 37 cfh with butane. Accuracy is sustained over the full range from pilot-burner to rated capacity. Direct-reading indexes are available in units of cubic feet, pounds, gallons, cubic meters or deci-therms.

Circle 87 on Readers' Service Card

## CONTROLS & SWITCHES

### Combination control

A combination control for gas heating equipment which can be easily converted from manual to either hydraulic bulb thermostat operation or an electrically-operated room thermostat is being introduced by Robertshaw-Fulton. The Unitrol 1000 combines A and B gas cocks, 100 per cent safety-lighting automatic pilot, pilot filter, pilot flow adjuster thermostatic gas valve, and pressure regulator in one unit.

Circle 88 on Readers' Service Card

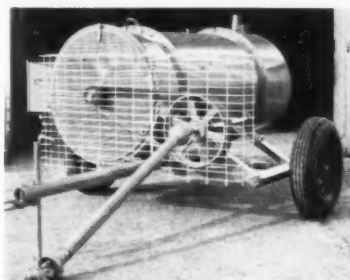
### Enclosed switches

A new design has been announced for Micro Switch's Type E general-purpose enclosed switches. Switches feature a compact enclosure for easy installation and a new one-piece molded neoprene insulator-seal cemented permanently into the bottom half of the enclosure. The new enclosure is

available in five different integral actuator designs and in side or bottom mounted types.

Circle 89 on Readers' Service Card

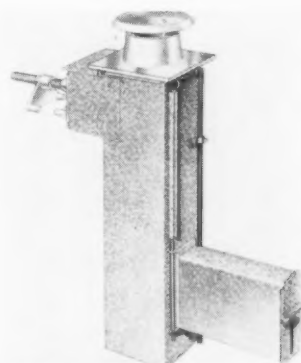
## AGRICULTURAL EQUIPMENT



### Utility heat blower

A new utility heat blower suitable for drying ear corn, small grains, hay, and other crops is now available from Behlen. The portable LPG-fired unit produces 4,000,000 or more Btu. Controls work off of the tractor battery and the blower operates off of a power take off shaft. The portable chassis includes wheels and 8-ply tires.

Circle 90 on Readers' Service Card



### Stock tank heater

An automatic, gas-fired stock tank heater designed for installation on any type of stock tank—wood, steel or concrete—is announced by Johnson Gas. It is furnished with a standard unit for bottled gas. Rated at 12,000 Btu

For further information on these products use Readers' Service Cards

input per hour. Water temperature is maintained at 45-48°. A patented common vent for flue gases and inner liner provides a positive wind proofing.

Circle 91 on Readers' Service Card



### Recirculating crop dryer

Fast, uniform drying through recirculation of the grain is offered by the Lennox Super 600 batch drying bin. The bin is built to operate efficiently when handling 75 bu or any multiple of 75 bu. The Super 600 uses the Lennox GB4 heat section. The LPG-fired heat sections are adjustable from 500,000 to 4,000,000 Btu.

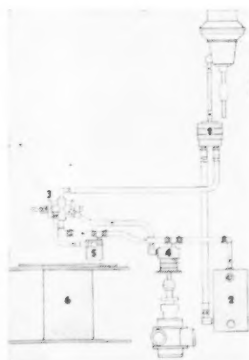
Circle 92 on Readers' Service Card

### Hand vapor burning torch

Although it is 72 in. long, the Heberlein HTV-12 trigger action flare-type vapor torch weighs less than 7 lb. Ideal for uses when a large, quick, hot flame is needed to ignite dry weeds. Comes with adjustable wind-proof pilot, 25 ft of hose and POL fitting.

Circle 93 on Readers' Service Card

## PUMPS

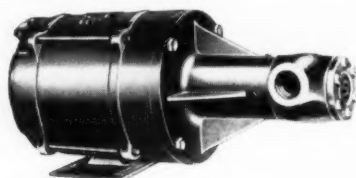


### Ardmore hydraulic system

The basic design of an Ardmore hydraulic system for pumping product from truck tank consists of (1) hydraulic pump driven by drive shaft from power take-off, (2) oil supply reservoir, (3) four-way control valve, (4) hydraulic

motor for drive to product delivery pump, (5) hydraulic motor for hose reel drive and (6) Ardmore hose reel. It operates at low line pressures, eliminating completely the maintenance problems of high pressure systems.

Circle 94 on Readers' Service Card



### Fueling pump

The Viking LPG fueling pump, for filling farm tractors and trucks, is designed as an integral pump-motor unit and delivers 6 gpm at normal differential pressure of 45 psi. Includes internal bypass, relieving at 70 psi. Entire unit, including k/3 hp 3450 rpm explosion-proof motor, is less than 17 in. long, weighing 50 lb. Motor includes built-in switch with manual thermal overload protection and capacitor start for low starting current.

Circle 95 on Readers' Service Card

## TWO-WAY RADIO EQUIPMENT

### G.E. radio transmitter

General Electric Co. is now in production on a new high power UHF base station radio transmitter designed to give dispatchers of mobile communication systems more ability to reach vehicles traveling in outlying areas. Engineered to deliver up to 250 watts, the unit may be licensed for operation in the 450-460 mc band. It increases power output up to 12 db and enables dispatchers to talk up to 50 per cent farther.

Circle 96 on Readers' Service Card

### RCA Carfone

Protected investment, lower operating costs, and modern functional design are combined in RCA's Carfone two-way radio unit. Has complete 6/12 volt convertibility, operates on any frequency. Has low tube replacement cost, few tube types. Compact drawer-type case with handle and lock. Speaker and control unit can be mounted in numerous positions.

Circle 97 on Readers' Service Card

### Motorola offers high power

The most powerful two-way mobile radio used is now available for the first time with a fully transistorized power supply, according to Motorola. It is a 100 watt unit. Four transistors replace the vibrator and the dynamotor. Transistors are noted for exceptionally long, trouble-free life. Fifty and 60 watt units are also produced. Equipment is available with either conventional noise squelch or Motorola's dual squelch private line circuit.

Circle 98 on Readers' Service Card

### Mobile radiotelephone

Kaar Engineering Corp. announces it has developed a low-priced FM mobile radiotelephone that can be licensed for use by any citizen of the United States for communicating between vehicles and fixed points, from one vehicle to another and between two or more fixed points. It is operable in the 450-460 megacycle Special and Safety Services and the 460-470 megacycle Citizens Radio bands. It is available as a complete single package unit.

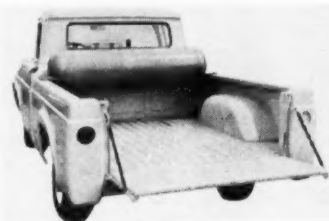
Circle 99 on Readers' Service Card

### Bendix quiet line

The door is closed to all messages but yours with Bendix quiet line two-way radio equipment. The Bendix unit operates automatically, doing away with squelch adjustment. Quiet line banishes the noise of crowded frequencies and increases fringe area coverage. In mobile units, lifting the hand microphone from its bracket enables the operator to monitor the frequency before going on the air.

Circle 100 on Readers' Service Card

## TANKS & TANK TRUCKS



### Fuel tank for pickups

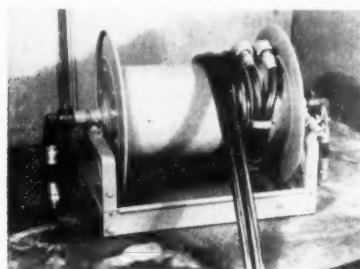
An improved 52 gal. capacity L. P. gas fuel tank for Model 1957 and 1958 Ford pick-up trucks has

been developed by Manchester Tank. It can be fitted in 15 minutes, and among the many features, it has a recessed "float gauge" in easy view from the rear window, which has been designed for protection from damage by careless load handling or shifting. *Circle 101 on Readers' Service Card*

#### Pastel colored tanks

A selection of six pastel colors as well as the standard McNamar white with dark green dome is now offered on McNamar LPG bulk tanks. The finish is the same enamel as used on automobiles. Tank surfaces are carefully prepared by shotblasting, washing, and priming. The special enamel colors are then baked on to create a lasting porcelain-like finish. McNamar tanks offer 10 exclusive features.

*Circle 102 on Readers' Service Card*



#### Vapor return system

A new design in vapor return systems by Clifford B. Hannay permits complete removal of the twin elbow hose connections to simplify hose coupling attachment. The elbow connections will take standard dual hose or the new twin hose. A special hose clamp is designed to provide added protection from strain by attaching the hose firmly to the drum.

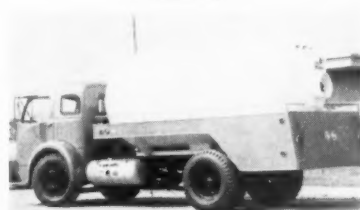
*Circle 103 on Readers' Service Card*

#### Flued manway bulk tanks

Large bulk LPG tanks with flued manways that eliminate overlapping double joints and therefore permit 100 per cent X-ray of all welds, have been announced by

Advanced Products division of ACF. The uniformed construction also completely eliminates unplugged "tell-tale" holes required in manway collars of conventional tanks that can result in corrosion, the company reports. Two series of tanks are available, 7870 wg to 30,000 wg in the stubby design and 6 to 12,000 wg regular.

*Circle 104 on Readers' Service Card*



#### Trinity T-1 blimp truck

Through a combination of new design, reduced chassis weight, and use of the phenomenal T-1 steel, Trinity has produced a 3000 wg truck tank that weighs less than 25,000 lb loaded. It guarantees less than 18,000 lb on the rear axle on the single axle chassis. The model 204 blimp truck lets LPG dealers haul \$15.75 more profit per load, according to the company. Trinity guarantees in excess of 50 gpm pumping with vapor return hose and newly designed plumbing.

*Circle 105 on Readers' Service Card*

#### Transport tank

Dallas T-1 Blimp transport tank, with innovations such as the convenient permanently mounted ladder welded and sturdily braced to the side of the tank, is a development in transports for LPG by the Dallas Tank Co.

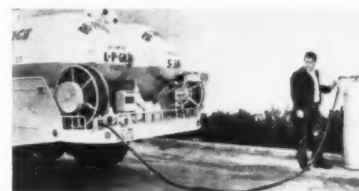
*Circle 106 on Readers' Service Card*

#### Downingtown T-1 transport

T-1 steel transports are now available from Downingtown Iron Works Division of Pressed Steel Tank Co. Made in accordance with the 1956 ASME code, the units are x-rayed and stress relieved. They are constructed to LCC-MC-330, and registered with

the Bureau of Explosives. Experience gained through welding T-1 steel for use in other fields has been utilized in development of these transports.

*Circle 107 on Readers' Service Card*



#### Anti-friction bearing hose reel

Ace Hose Reel's Series 2100-AB reels are available for delivery of LPG. Reel is equipped with anti-friction bearing at all points of rotation. Powered by a flat clock spring. Equipped with a ratchet stop to prevent hose from rewinding when the hose is in service. It can be furnished with dual swing joint, so that supply line and vapor return is on one reel. Available in various sizes.

*Circle 108 on Readers' Service Card*

#### New design in tanks

The Nor-Tex Rocket, something new in LPG tank construction, is designed for today's space-conscious economy. Rising skyward, the full length of a regular service station LP storage tank, it holds up to 2000 wg, and occupies base areas of 72 or 96 in. in diameter. It is self-contained . . . with pump, valves, meter, stainer, and hose . . . all located in the completely enclosed base cabinet. The cabinet is flexible to any type of installation.

*Circle 109 on Readers' Service Card*

#### Trucks for lease

LPG Truck Leasing, Inc., has 1200, 1400, 1600, 1800 and 2000 gal. capacity single bbl LPG tank trucks available to lease to L. P. gas dealers. All sizes of tanks are mounted on new 1958 Model GMC chassis: 1200 gal, and 1400 gal. sizes are on GMC Model 353-8;

*For further information on these products use Readers' Service Cards*

the 1600 and 1800 gal. sizes on GMC Model 354-8, and the 2000 gal size on GMC Model 375-8.

Circle 110 on Readers' Service Card



### Beaird T-1 transport

Beaird payliner transports, using T-1 steel, are custom designed for each dealer's area and tractor. T-1 transports are lighter, stronger, and give greater length of service with less maintenance. Offers jet splash filling and many other special features.

Circle 111 on Readers' Service Card

### Tank meets ASME code ruling

"Master Max," the stepdown, lightweight propane transport unit made of T-1 steel, manufactured by Master Tank & Welding Co., now meets the latest ASME Code Ruling 1204-3, requiring a 2-in. straight flange with a knuckle section on all T-1 steel transports.

Circle 112 on Readers' Service Card

### All-welded frameless tank truck

Superior Tank & Construction Co. has not only decreased dead weight and improved the payload with an all-welded frameless tank truck, but it has also eliminated a main source of maintenance troubles—the frame. The axle, wheel and spring assembly are attached directly to the tank body which is made of high strength T-1 steel.

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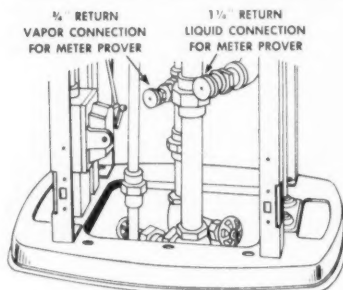
### Eaton domestic systems

The Sel-Pac O-Ring island bar is featured in Eaton domestic propane systems. In the Sel-Pac bar, the relief, vapor return, quick spray filler, and service valves are supplied with long, straight pipe threads for ultimate mechanical strength. The seal is insured by a

"locked in" O-ring. Since tapered threads do not form the seal, thread leakage is claimed to be eliminated. Eaton systems are designed for fast filling through use of quick spray filler valves.

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### MISCELLANEOUS



### Improvements in dispenser line

Two connections have been added to Texoil's LPG dispenser line for returning liquid and vaporized LPG to the dispensers when Weights & Measures personnel use the meter-prover to test the calibration of the units. These new connections eliminate the need for carrying long lengths of hose to return the butane-propane to the storage tanks after checking measurement of the dispensers.

Circle 115 on Readers' Service Card

### Heavy-duty trucks

Ford Motor Co. announces a new line of trucks which includes a wide selection of heavy duty tilt cab, conventional and tandem models ranging from 25,000 to 51,000 lb GVW and 50,000 to 75,000 lb GCW. The line features models that have up to 20 per cent greater payload capacity than the biggest trucks Ford made previously.

Circle 116 on Readers' Service Card

### Delivery accounting system

Burroughs Corp. announces its Delivery Record Accounting System. This system, which utilizes the Burroughs Sensimatic account-

ing machine, features customers' accounts, container records and delivery schedules, all kept up to date and done in a simultaneous operation.

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### Smokeless-odorless incinerator

A gas-fired incinerator that consumes both garbage and trash without smoke or odor is announced by Locke Stove. It achieves smokeless-odorless incineration by use of a double gas burner and a system of interior baffles. It is 18 in. wide, 21 in. deep, and 32 in. high, and its weight is approximately 250 lb. It will hold 1.6 bu of refuse per load. Gas consumption, when the main burners are operating, is approximately 38,500 Btu's/hr.

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### Larger cargo space

Fifty per cent more cargo space is featured on three newly-styled "smoothside" pickup truck models by Chevrolet. The pickups are offered with either 6½ or 8 ft box lengths on two wheelbases in the ½-ton series and an 8 ft box in the ¾-ton model. Floors are of durable seasoned hardwood with flush type steel skid strips.

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For additional information on products on these pages circle the proper number on the Readers Service card.





# FOR MORE INFORMATION

about New Products  
in this Issue . . . . .

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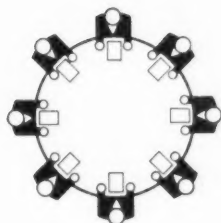
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## Progress report on appliance sales problems

**E**ARLY last year it became apparent that the L. P. gas industry was faced with a bottleneck. Progress in market expansion was slowing down. Competition from the electric industry was more acute. It became more difficult to maintain existing volume, and getting new customers took a lot of extra effort.

The need for more teamwork between different segments of the industry was becoming clearer every day. The problem was far-reaching and complex, and it all centered around one fact—not enough L. P. gas-consuming appliances or equipment were being sold to sustain the industry's normal rate of growth.

The way to find the answers to a complex problem is to have a lot of people worry about it. Results come faster if several people worry together. The free exchange of ideas and experiences stimulates thought, so each individual can worry more effectively. The joint-worry process serves to clarify the elements of the problem, and provides a broader foundation on which to build the solution.

### Six appliance forums

These were the circumstances that led to the series of six appliance sales forums held by BUTANE-PROPANE News during 1957. These meetings were participated in by 162 industry people representing

the three groups most seriously concerned with the problem—LPG dealers, producers and appliance manufacturers.

The objective was to increase the market for L. P. gas. This also involved strengthening our industry's position in relation to electric competition. The chief means to that end was to increase the number of domestic LPG consumers by increasing the sale of appliances to new users.

It would be unrealistic to hope, and fallacious to claim, that the complete solution to a problem of this size could be arrived at in six meetings—or in 60. But it was generally agreed by the participants that they left the meetings with a clearer picture of the elements of the problem, and that through exchange of ideas and information they could set up courses of action that would bring the solution

closer. In these respects, definite progress was made.

### Too little personal selling

Out of all these meetings came the inescapable conclusion — personal selling is still the most potent force in building business, and too little effective personal selling is being done in our industry. We need to increase both the manpower and the ability of the sales force, and then we need to back them up with more complete and more effective supporting programs.

These supporting programs—advertising, sales promotion, public relations—are inadequate at all levels, but in most cases they are weakest right in the dealers' home towns.

They are not a substitute for personal selling. They merely help to make selling easier and more

---

**On Saturday, May 3, BUTANE-PROPANE News will sponsor its third gas appliance manufacturer-LPG dealer forum in Chicago, the seventh nationally. All of these forums have occurred since the first Chicago forum exactly one year ago. While the long range plan for which the BPN forums were set up is still a long way from completion, progress during the first year has been highly encouraging. It is to hear a report on this progress and to plot action for the coming year that several score gas appliance manufacturers, LPG equipment manufacturers, LPG suppliers, and LPG dealers from all parts of the nation will join BPN editor Carl Abell at the Lake Shore Club in Chicago the day prior to the opening of the LPG convention.**

effective, and help to locate prospects who can be converted into customers through personal sales effort.

Expanding the dealers' sales activities and personnel is something that can only be done by the individual dealers. Training of salesmen is also an individual problem. In all of these phases, help and guidance would be highly useful.

Some of this needed help can be supplied by an industry magazine at lower cost to the dealer than from any other source. BUTANE-PROPANE *News* agreed to take over this task as part of its normal service to subscribers. Beginning in September, 1957, and continuing for a full year, we are presenting two separate but parallel programs—Sales Training and Sales Management. This material is placed in the hands of every known full-time LPG dealer in the United States.

It would be nice to think that these programs are complete and final and all-inclusive, but let's be realistic. They are confined largely to basic principles and techniques, illustrated as much as possible from actual experience. They help the dealer, but he must still help himself. Salesmen must know their products intimately and in detail. The basis of this knowledge must come from the manufacturer, through the dealer.

### Sales training

Some of the appliance manufacturers have offered intensive training in the sale of their products, generally at the factory. Dealer acceptance has been disappointing.

Ruud Manufacturing Co. and Empire Stove Company, and perhaps other producers of complete appliances, have recently put their sales training schools on the road, to make them more readily available to a higher number of dealers. The controls manufacturers have for some time past been cooperating with the state associations by providing personnel and equipment for service training.

This is not a result of the BPN forums—it started long ago, and it has been a valuable aid in making sales. This activity appears to be increasing, in response to demand. The need was emphasized at



One side of the room at the first BPN Chicago forum, May 11, 1957

## Solving sales problems at the

some of the forums, and this could have been one of the many factors that led to increasing awareness of the importance of service in stimulating sales.

This is help of a substantial kind. Other avenues for continuing help were discussed in the meetings and emphasized in the published reports. Prominent among them are the Distributive Education departments of the adult education systems in each state. The Missouri LPGA has shown us all how to use these facilities, in the statewide LPG service training program that they have recently launched with the help of 21 local high schools and junior colleges.

We do not know how much influence the BPN forum reports had on the development of this program. But it is "down the groove," and the same thing can be done in any other state for training in service, sales, safety, or any other subject which our industry will support by sufficient enrollment and attendance to justify the expense to the state.

### Electric competition

One of the most prevalent subjects of discussion at all forum meetings was electric competition, and what to do about it. There were two focal points around which this discussion centered—the tract housing construction areas around the cities, and the rural electric cooperative operations and public power projects in the outlying areas.

These discussions brought out four important actions which need

to be prosecuted vigorously by the industry: (1) legislation to equalize the favored position of the tax-subsidized generating and distributing power operations; (2) better handling of the suburban situation through unified promotion with the gas utilities, working more closely with architects and tract developers to get gas appliances into the "built-in" schedules, installation of utility type service and insofar as possible utility type facilities; (3) the sponsorship and encouragement of the production of completely matched kitchen sets, uniform in color, height, and trim; and (4) taking the necessary steps to get L. P. gas and gas appliances at least an equal break compared with electricity in all rural schools having domestic science or home economics laboratories.

Definite steps have been taken in all of these four categories. BUTANE-PROPANE *News* has spearheaded a drive to eliminate the REA and thus take away the "easy government money" on which the rural electric coops have financed their competition with our industry. The same program includes an effort to put all cooperatives on an equal tax basis with private business, and to get the government out of the electric generating business.

Reprints of this program have been sent to all business, industry and trade publications in the United States, to a selected list of general publications, to numerous syndicate writers dealing with business subjects, and to many promi-





A view of the second BPN Chicago forum, October 3, 1957

## Butane-Propane News conferences

ment proponents of the American System of Free Enterprise. Our readers were urged to send the clippings or reprints and to write letters on the subjects to their senators and congressmen.

### The suburbs

Spot reports show increasing effectiveness of our industry people in handling the suburban fringe area problem. There is still much to be done. Our magazine is helping by publishing reports of cooperative efforts of LPG dealers and utilities in various parts of the country. We have other articles on various phases of this problem in preparation.

There is increased interest and some action in developing new unity programs in various localities.

An increasing number of suburban tracts are being piped to utility specifications and served temporarily from propane tanks.

Promotion to architects and builders is increasing.

We believe that the BPN forums contributed to or accelerated all of these progressive actions.

The business of developing matched kitchen sets of appliances is still very much in the formative stage. GAMA has had a committee at work on this for the past several years, but the problem is very difficult in view of the scattered and specialized production of the various units needed to make up the matched set. Our industry lacks the hugh "complete line" manufacturers that supply these matched

sets for the electric appliance industry. Recent developments indicate that such full-line production may be a possibility in the gas appliance industry in the not too distant future.

Some progress can be reported in getting gas kitchen equipment into school laboratories. Dealers seem to be more active in this respect, and manufacturers seem to be improving and pushing their plans and policies in connection with these installations.

Much remains to be done. Probably organized drives by state associations would do more to help this situation than anything else at this time. In several states the associations are working actively on this job. In this respect the Kentucky association leads the parade—and they still have a lot of unfinished business in this line.

### Industry promotion

Industry promotion programs came up for discussion at every forum meeting. It was evident from the discussion that many dealers expected more from the national programs than can be accomplished by promotion alone. It was apparent that on the whole, local promotion and follow-through with personal sales effort has been sadly lacking.

Correction of these deficiencies is up to each dealer in his own local area. The development of the local highway sign programs, particularly in co-operation with the local utilities, is proceeding nicely.

The National LP-Gas Council

has recently taken several important steps toward strengthening the local tie-ins with the national program.

### Selling plans

One of the most encouraging signs reported at the forums of increased dealer awareness of the need for more intensive and effective selling was the amount of time devoted to specific operating plans which make selling of appliances and L. P. gas service easier. Prominent among these were budget billing, metered service, rental of appliances, and the use of the "add-on" sales plan.

Direct advertising materials were also frequently discussed, particularly those supplied by manufacturers. Many dealers expressed dissatisfaction with materials now being supplied, and manufacturers were unhappy because their sales aids are not more widely used.

Clearly, this indicates the need for closer collaboration of the two groups in planning the sales aid material, as well as the need for more careful planning and vigorous execution of the dealers' local promotion programs.

### The path ahead

We believe that the BPN forums have made the major elements of the main problem more clearly understood by both manufacturers and dealers. Certainly those who attended the meetings have a better picture of the problems on the other side of the fence. Where do we go from here?

The most urgent need at the moment is for aggressive individual action by dealers in stepping up their sales programs. The working knowledge and working materials are in better shape than they have ever been before. They are being improved steadily, and this improvement will continue. The biggest job ahead is to get more people to sell more new appliances to more new customers.

Ways and means to accomplish this end will be the central theme of the next BUTANE-PROPANE News appliances sales forum, which will be held at the Lake Shore Club in Chicago, Saturday noon, May 3. ■

Let's end government financed competition

*The third step . . .*

## CURB THE SPREADING TVA

By WILLIAM W. CLARK • Eastern Editor

### PART ONE

**W**HEN we first began looking into the subject of the Rural Electrification Administration and its relationship with its "borrowers," the cooperatives, the issues—cheap power subsidized with government money, unfair competition aided and stimulated by the gov-

ernment itself, load building and empire building actively encouraged by your government—seemed quite clearly defined. These are lamentable, to say the least; and they are a sufficient threat to your own economic future to warrant your giving whole-hearted support to our

war-cry, "Wipe out the REA."

But as we probed more deeply, we found that the REA set-up is but a segment of a whole cooperative movement which is headed straight down the road to Socialism. The next logical step is a form of organization such as the Tennessee Valley Authority, which is itself clearly Socialistic.

Do you doubt that TVA is Socialistic?

If you do, you have an argument on your hands from none other than Mr. Socialism himself—Norman Thomas, five times candidate for the Presidency of the United States on the Socialist ticket, and a keen and intelligent student of the subject. In 1955, Mr. Thomas stated that the principle behind public development of power *is* Socialistic—and, he added, "it is rather childish to deny it."

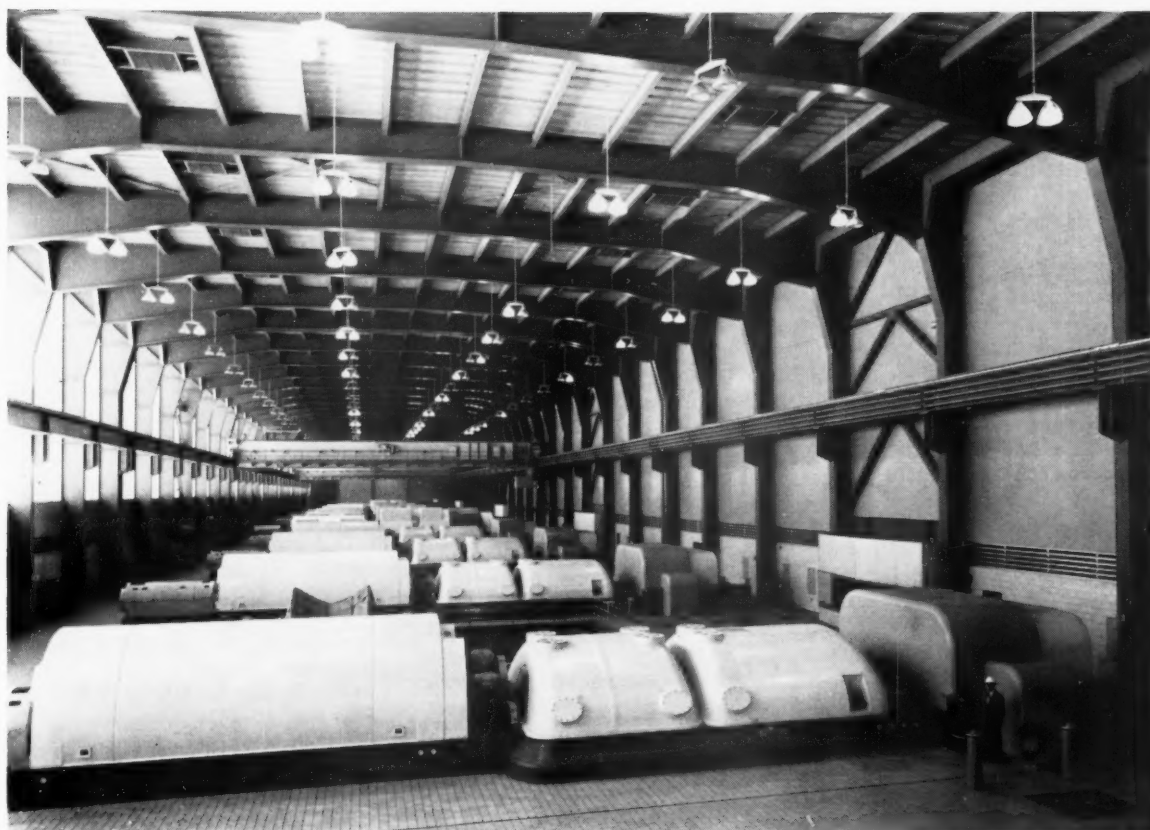
The inroads which this supposedly foreign concept has made into our economy are not on the surface completely apparent. That's because, in accepting the concept itself, we have rejected the label. We argue over the merits of a socialistic scheme when we profess to be—both the proponents and the opponents—anti-Socialistic. If we pinned the tag on it, the arguments should die. The fact that they haven't is proof enough that we are already embracing Socialism,



TVA's Kingston Steam Plant of Watts Bar Lake, two miles northeast of Kingston, Tenn., is the largest steam station in the nation. It has nine generating units with a combined rated capacity of 1,440,000 kw and a combined capability of 1,600,000 kw.

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**CONVENTION AND SHOW ISSUE**



An interior view of TVA's Kingston Steam Plant shows the nine generators. At 80 per cent load factor, the plant will burn more than 4 million tons of coal in one year.

in one of its forms or another.

When a group of Congressmen can make bland references to what has happened to TVA "since private utilities were transferred to public ownership in 1937" without hesitating to question the propriety of this usurpation, as they did in the majority report on House Bill No. 4266, it should be obvious that in their minds, at least, no question exists. It's not, then, an issue of Socialism vs. free enterprise, as it should be; it's a matter of which is cheaper or better, under the circumstances.

Socialism creeps. It begins with a need, whether real or artificially created, and in the case of TVA and the electric cooperatives it feeds itself by creating new needs to fulfill. Within a decade or two it is doing those things which at the outset the people would not have authorized; yet by continually boring in, it wins a sort of in-through-the-back-door acceptance.

Such is the history of TVA, which began purportedly as an agency for flood control and development of river navigation, but which today is the nation's largest producer of power.

It's creeping, too, through the REA cooperatives. Discounting the fact that the REAs buy power from TVA, and conceding (which we do not) that the co-ops are private entrepreneurs (as many distinguished Senators proudly assert in paternal tones), you can't escape this one big, important fact:

REAs are openly and staunchly advocating public power!

This they are doing through the medium of the National Rural Electrification Cooperatives Association, a high-powered lobbying group that is taking the dues contributions of its REA co-op members (many of whom claim to be anti-Socialistic) and channeling them into a bulging fund for outright advocacy of public power.

## Growth of TVA

Millions of words have been written about the TVA over the past 20 years, but a short refresher course and a progress report are certainly in order.

TVA had its beginnings way back during the first World War when Congress decided that the national emergency warranted the building of a dam at Muscle Shoals, Ala., to produce power and much needed fertilizer. The latter was to keep the agricultural economy at peak levels to support the war effort. Muscle Shoals was abandoned at the war's end. However, its proponents refused to abandon hope, and eventually, when the New Deal came into power in the year 1933, they succeeded in reviving it.

A few short weeks after the first inauguration of Franklin D. Roosevelt, TVA was proposed as a means of aiding navigation on the

Tennessee River and preventing floods which had caused so much havoc in past years. Muscle Shoals was a part of the program. Another part was a provision for selling "excess" power generated at the dams that were proposed to be constructed. The rubber stamp Congress quickly approved the bill and TVA became a fact in that year.

As we noted in our study of the REA, government schemes have a habit of assuming new shapes and colors in a relatively short time. So it was that TVA, like a tilted Kaleidoscope, soon began reforming into a new pattern. Probably the planners were quick to realize that flood control and river navigation have definite limitations—but power production does not! Neither geographically nor saturation-wise.

So what was originally authorization to sell "excess power" became, by 1937, authorization to buy some big power-producing properties, including those of Mississippi Power Co. and Alabama Power Co. In the next two years this authority was stretched to cover purchase of properties of the Tennessee Public Service Co., the Kentucky Tennessee Light & Power Co., the West Tennessee Power Light Co., the Memphis Power Light Co., and the Tennessee Electric Power Co. It also took on more properties of the Mississippi and Alabama Power companies.

### Bond issues

In 1939, by amendment of the TVA Act, Congress authorized

TVA to float bond issues which would permit it to meet the costs of a forced sale of Commonwealth & Southern Co.'s electric utility properties in the area. This included properties of Commonwealth & Southern subsidiaries—Tennessee Electric Power Co. and Southern Tennessee Power Co.

What was the thinking behind this enabling legislation? According to the Senate report on the amendments, the purchase "eliminated destructive competition which was damaging and injurious both to TVA and to private owners of the properties purchased." In other words, Congress recognized what is generally recognized by any regulatory body: That a public utility should be a regulated monopoly. That makes sense. But why should the decision favor public power over private power? It's because, when public power moved in on private power, private power could not compete with government subsidy, and tax-free operation. Therefore, public power was the best "deal" for favored valley residents.

TVA was now cast in the new role of power supplier, and was "forced" to accept the responsibilities of this new role. TVA explained what these responsibilities were in its 1950 annual report when it stated, "As a result of the purchases, TVA became the sole supplier of electric power in the present service area. It therefore became, as all utilities must become, responsible for supplying all the needs in its area."

These "needs" require clarification. They include not only electric lighting, television and radio power, etc., but electric heating as well—at a price the consumer can afford to pay! You and I couldn't afford it, but the tenant farmer in Tennessee can!

Those are "needs"—artificially created!

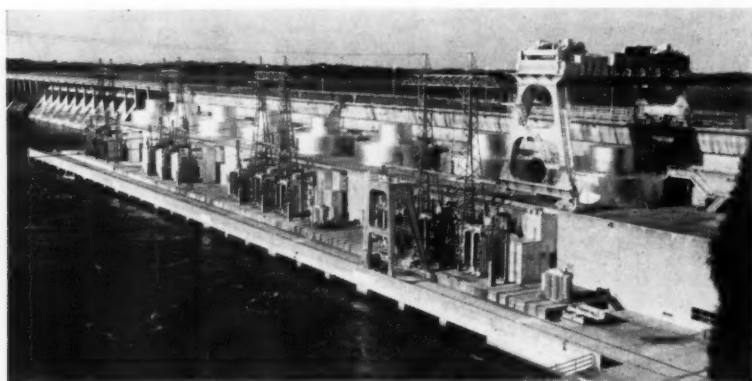
### Creeping expansion

The term "its area" also could stand some scrutinizing. History indicates that with TVA it is a flexible term, meaning roughly, "the area now serving and whatever contiguous area we can move into by natural expansion or by taking over neighboring utilities."

What TVA's "area" was in the late 1930's bears very little resemblance to what its area is today—and what it is proposed to be in the future. As of this moment, TVA does *not* serve power to the entire Tennessee River Basin—yet the area it does serve comprises about 80,000 square miles, roughly twice the area of the Tennessee Basin itself.

The concept of "excess power" went down the drain for good. With "need" and "service area" in the driver's seat, the chief aim became the supplying of both. In the beginning, all TVA's power had been generated at the dams, but eventually this source was insufficient. So it bought and built steam plants, which had little relationship to either flood control or navigation. Today, 70 per cent of all power supplied by TVA is generated with steam rather than water power.

As one means of achieving its pre-eminence in size, TVA has very successfully tied itself to the tail of national defense, and it's had some thrilling rides. When an emergency comes along, the nation suddenly "needs" additional power from TVA for defense works. When the emergency ends, TVA is left with excess power, which it must divert to non-defense uses. Comes the next emergency, and what was once excess has been permanently diverted, so once more power producing facilities must be built to take care of the new defense requirements. This, conceivably, can go on forever. ■



TVA's Wheeler Dam on the Tennessee River has eight outdoor-type generators. It is approximately 16 miles upstream from Wilson Dam, in north Alabama. The dam is 72 ft high, 6342 ft long.





GENERAL  ELECTRIC

## Here's a rundown on today's two-way mobile radio equipment

By Motorola Inc., Radio Corporation of America, General Electric,  
Bendix Radio, and Kaar Engineering Corp. as told to Martin A. Brower  
• Managing Editor

MOTOROLA INC.



### IN GENERAL . . .

**E**XACTLY and in simple terms what type of equipment is necessary for operation of a two-way mobile radio system by an L. P. gas dealer? That is a question being asked by LPG dealers around the nation as their interest in instant office-truck communications grows, but so does their awe of the seemingly tremendous amount of complicated radio equipment on the market.

Actually, there are only two basic pieces of equipment to a two-way mobile radio operation: the base station and the mobile unit.

The base station is the stationary equipment that allows someone in the office to have a conversation with a truck driver. The mobile unit is the equipment mounted in the vehicle so that the driver can converse with the person at the office and with other vehicles. One mobile unit is installed in each truck or automobile designated by the LPG dealer.

And that's really all there would be to it except for the many sizes, styles, arrangements, and improvements in each of those two basic pieces of equipment. In this respect, radio equipment is similar to the gas range which comes in a variety of models, sizes, and designs including free-standing and built-in.

But, just as the range manufacturers have introduced new developments such as the thermostatic top burner and the roast mender, so radio manufacturers have introduced new developments into their products.

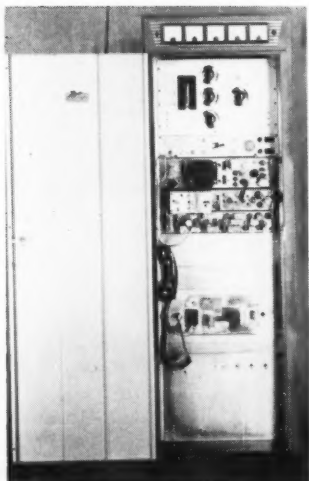
There are three major developments which add to or alter the basic equipment. The first deals with the base station and allows it to be located somewhere else but operated from the office by remote control. The second is the introduction of the new engineering miracle called transistors into mobile units to replace certain parts for longer operation at less cost and in smaller sizes. The third concerns both basic pieces of equipment and allows interference-free private reception.

Like the new range developments, the new radio equipment is optional at extra cost. But also like the range developments, the price is well worth it.

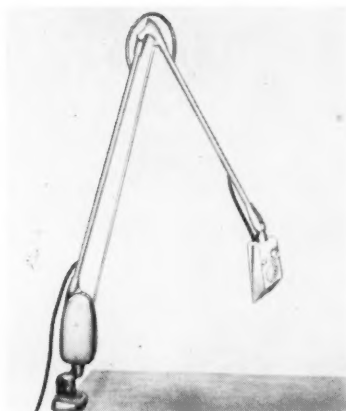
Two-way mobile radio is no toy or new experiment. It has of course been used for years by police and the armed forces. The equipment is all designed with years of experience behind it.

On the next pages, BUTANE-PROPANE *News* presents some of this equipment with a more detailed description of its use and operation.

## BASE STATIONS



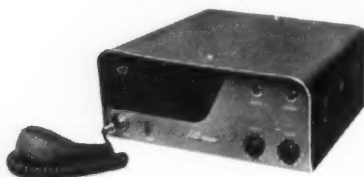
A large Bendix base station enclosed in a standing cabinet.



RCA's Carfone base station combines speaker, microphone, and controls in one compact unit suspended from a microphone boom.



Motorola's AC utility base station resembles a mobile unit but operates from a standard power source instead of a battery.



Kaar's Expediter can be used either as a desk top base station or as a mobile unit.



This is General Electric's desk mate base station. The cabinet stands beside the desk. Microphone is on the desk.

**T**HE base station is the hub around which the mobile radio units operate. It remains stationary—usually at the plant headquarters—and is the nerve center for the entire radio communication system. Depending on the amount of power the station has and the height of the antenna, one base station can send and receive messages to and from all radio-equipped LPG dealer vehicles operating out of that plant.

The base station consists of the necessary electronic equipment used for sending and receiving messages through the air, together with control switches, microphone, speaker, antenna, and cables. Base stations are available in various sizes and shapes and with different operating characteristics. Depending on the equipment selected, the electronic equipment, controls, and speaker might all be built into one case which would sit on top of a desk or at the side of the desk. Or it might be on a table with wheels so it can be moved anywhere in the office. Or, if bigger equipment is used, it will be housed in a case by itself located in a closet, in a corner of the room, or even outdoors, while the controls and speaker are in a small separate case by themselves on the desk.

Radio waves are labeled by "frequency" somewhat as highways are labeled by number. In order to avoid confusion, certain frequencies are assigned for certain uses. Three frequencies are available for mobile radio services: the low band (25-54 mc), the VHF (very high frequency) band (144-174 mc), and the UHF (ultra high frequency) band (450-470 mc).

Two-way radio mobile equipment is manufactured for each of these frequencies. The type of base equipment purchased by an L. P. gas dealer will be determined mainly by the area in which he is operating. Most LPG dealers working in rural areas are generally licensed in the Special Industrial Radio Service classification and are usually assigned frequencies in the low band. (The Federal Communications Commission makes these assignments.)

Dealers operating in or near met-



ropolitan areas, on the other hand, are licensed in the Citizen's band which operates in the UHF region.

In addition to being available for operation in various frequency bands, base stations are also available to operate with various power capabilities, from less than one to 250 watts. The amount of power—together with the height of the antenna—determines the distance over which messages can be sent and received.

Radios operating in the Citizen's band frequencies are presently limited to 20 watts maximum. But those in the Special Industrial classification have no power restriction and can use the very high powered base stations available if their marketing area covers an especially large distance. For the most part, LPG dealers in the Special Industrial class use base stations with power output of approximately 60 watts. This is enough to provide as much as 50 or 60 miles radio range, depending on terrain conditions and antenna height. Average is about 30 miles.

In general, you can broadcast as far as you can see. That means that you can cover all of the land to the horizon that you could see from the top of your antenna (on a clear day). Many times, in order to obtain more satisfactory coverage, a two-way radio user will locate his base station on a hill or other vantage point.

In this case, the base station can still be controlled from a desk in the main office. A remote control unit is used, which fits right on the dispatcher's desk. The remote unit operates the base station by wire or radio waves, depending on the ease of running wire.

And an LPG dealer who operates in mountainous terrain can make use of a repeater station, located on a mountain some distance from the base station. This picks up the messages from the base station and repeats them, giving coverage into the next valley.

What type of base station is best for your operation? What should its shape, size, and location be? What frequency and power should you use? Where should your antenna be located? The individual

L. P. gas dealer need not bother himself with these problems. He needs only to contact a representative of one of the two-way radio

manufacturers. These representatives are trained to provide each radio user with the best possible equipment for his particular case.

## MOBILE UNITS

**T**HE mobile unit is the part of a two-way radio system which is mounted in a vehicle. It is somewhat like the base station in that it consists of a case which holds electronic equipment used for sending and receiving the voice; a unit with controls, speaker, and microphone; an antenna; and cables.

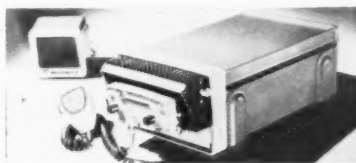
Mobile equipment is compact and much smaller than base equipment so that it can conveniently fit into the vehicle without being in the way. The complete unit can be mounted under the dash where it is out of the way but easily accessible. This would be the usual location in a truck. In the case of an automobile, the control head with the switches, speaker, and microphone is installed under the dash while the bigger box is located in the trunk.

Mobile radio equipment operates off of the vehicle's 6 or 12 volt pow-

er supply. In order to convert the DC power to voltages needed by the radio equipment, a power supply utilizing vibrators or dynamotors has been a necessary part of mobile equipment. But, mobile units get a lot of hard use and bouncing around, putting a strain on these parts. As a result, they must be replaced at intervals.

Now, however, there is a new development in mobile radio which does away with vibrators and dynamotors. The transistor, a modern day electronic miracle finding wide use throughout the electronic industry, is used instead. Most mobile units are now available with transistorized power supply. Since transistors do not have any moving parts, they provide a more reliable and efficient operation than the mechanical counterparts.

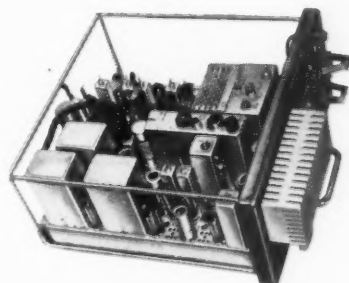
*(Continued on page 64)*



Motorola's T-Power mobile unit operates with new transistorized power.



A Bendix mobile unit is shown with the Quiet-Line equipment attached.



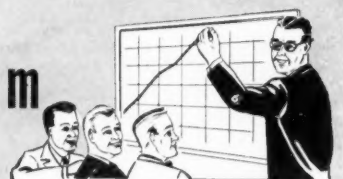
A case-off view shows the inner workings of General Electric's transistor powered mobile unit.



Here are all the parts that go into a vehicle equipped with an RCA Carfone mobile unit.



## Sales Training Program



### PART 9

## How to sell gas water heaters—1

By CARL ABELL • Editor

**I**N terms of number that can be sold, the water heater is today's "hottest" appliance. Let's look. Every new home must have a water heater of some kind. If the home is built on a loan, the lending institution will see that it is equipped with a water heater that is modern and adequate to meet the requirements of the more particular group of purchasers. The bank has no intention of being hooked with a "re-possession" that is unsaleable because its hot water facilities are not up-to-date.

Every purchaser of an automatic washer or an automatic dishwasher must have a source of adequate hot water at the higher temperature necessary to make those appliances work right. If a proper water heater is not installed before such an appliance is put in, the purchaser must make this installation or the appliance will not satisfactorily perform the job for which it was bought.

Water heaters have the highest replacement ratio of any home appliance. This is because so many of them are short-lived due to the use of tanks that rust out, and also because under improving standards of living or increased family requirements their capacity may be no longer adequate.

And believe it or not, there are many homes that are not yet equipped with automatic hot water. Some do not even have running water, cold or hot. There are more

of the latter than you think—so many that nearly half of the recently approved REA loans include among the list of purposes for which the money is to be used, "for the purchase and installation of plumbing fixtures." This is, of course, part of an organized drive to sell the power needed to operate modern home water systems—possibly pumping the water, certainly heating the water, and eventually hoping to power a washer and dryer.

### Water heater sales high

You may be inclined to look down your nose at the water heater because it is a low priced item compared with a de luxe range or a washer-dryer combination, and because the number now being sold through your sales room is relative-

ly small. But let's look at some figures.

In 1956, the last year for which we have complete sales figures, the total water heater sales, gas and electric, added up to 3,632,100. Of these, approximately 2,762,100 were gas water heaters, 870,000 were electric.

The figures in *Table 1* are worthy of study for several reasons. First, they show a tremendous volume of purchases, and a steady increase in volume. Gas heaters reflected most of this gain—approximately 50 per cent over the 10 year period. Electric water heater sales were relatively static. But don't let that fool you—the electric water heater manufacturers are familiar with these figures, and have really taken steps to do something about it. We will be back to that presently.

In the meantime, we must con-

TABLE 1. TEN-YEAR RECORD OF AUTOMATIC WATER HEATER SALES

| Year    | Gas Water Heaters |            |            | Electric Water Heaters |           |           |
|---------|-------------------|------------|------------|------------------------|-----------|-----------|
|         | New               | Replace.   | Total      | New                    | Replace.  | Total     |
| 1947    | 600,000           | 1,200,000  | 1,800,000  | 800,000                | 300,000   | 1,100,000 |
| 1948    | 500,000           | 1,000,000  | 1,500,000  | 891,000                | 149,000   | 1,040,000 |
| 1949    | 700,000           | 766,000    | 1,466,000  | 599,000                | 96,000    | 695,000   |
| 1950    | 750,000           | 1,614,500  | 2,364,500  | 765,000                | 225,000   | 990,000   |
| 1951    | 650,000           | 1,287,700  | 1,937,700  | 705,000                | 140,000   | 845,000   |
| 1952    | 600,000           | 1,310,400  | 1,910,400  | 591,000                | 129,000   | 720,000   |
| 1953    | 700,000           | 1,482,700  | 2,182,700  | 592,000                | 188,000   | 780,000   |
| 1954    | 750,000           | 1,531,100  | 2,281,100  | 392,000                | 414,000   | 806,000   |
| 1955    | 916,000           | 1,832,200  | 2,748,200  | 695,000                | 205,000   | 900,000   |
| 1956    | 921,000           | 1,841,100  | 2,762,100  | 515,000                | 355,000   | 870,000   |
| 10 Yrs. | 7,087,000         | 13,865,700 | 20,952,700 | 6,545,000              | 2,201,000 | 8,746,000 |

Figures are based on reports of the Gas Appliance Manufacturers Association and the National Electrical Manufacturers Association (which releases estimates published by Electrical Merchandising).



sider that the water heater is the key appliance that determines whether the owner's kitchen will be "all gas" or "all electric." If a modern quick recovery electric water heater goes in, the house must have heavy wiring to carry the extra load. With the heavy wiring already installed, it becomes easier for the electric appliance salesman to sell the range, the electric clothes dryer, and all the rest of the kilowatt consumers.

The water heater sale is the first line of defense against competition. Up until recently, it was also the easiest gas appliance to sell. With the coming of the quick recovery electric water heater, those days are gone. There are still important advantages in favor of the high quality gas water heater, but the margin is narrowing. And today there is a tremendous drive in the electric industry to take the water heater volume away from gas.

### Who sells water heaters?

In the past there has been a considerable number of L. P. gas dealers who have taken the attitude, "I don't care who sells the water heaters, as long as they burn L. P. gas." This was not too bad as long as the odds were so heavily loaded in favor of gas. Now we had better take a long and careful look at who sells the water heaters. The figures are shown in *Table 2*. Note that the LPG dealers sold 5.5 per cent of the gas water heaters in 1956. A total of 8.6 per cent were sold by gas utilities, and all the rest were sold by retail outlets that were beyond the control of the gas industries. Most of these outlets could also sell electric water heaters, and many of them did.

If the public demand turns to a preference for electric water heaters—and all surveys of future purchases reflect that trend—then the future of every L. P. gas dealer and every L. P. gas dealer's appliance sales force depends on how well our industry can maintain aggressive selling in favor of gas water heaters.

The heavy work in connection with this competitive battle must be carried by the dealers' own sales forces. Too many of the other outlets do not care. Let's face it—in

the years to come a lower proportion of the water heaters sold through the independent outlets will be users of gas.

It would seem reasonable that the plumbing trade would lean heavily in favor of gas. They should, because they are basically pipeworkers. Gas comes through a pipe, and electricity is something else. But look again at *Table 2*. Forty-nine per cent of the electric water heaters—more than 400,000—were sold by plumbing and heating contractors and their close allies. They are becoming more and more willing to put in electric to get the piping for the water connections. And the electric manufacturers are working overtime to line the plumbing trade up on electric water heater programs.

### Comparing gas and electric

Along with the above facts, we had better examine the facts of life in connection with both gas and electric water heaters. Not so long ago we could say that a 30 gal. gas water heater would do the same work, in terms of hot water production, that required an 80 gal. electric.

That was true—in the good old days. Keeping up with the continued use of an automatic washer was easy for a 35,000 Btu input 30 gal. gas water heater. In the electric lines a 60 gal. heater was mar-

ginal, but if you wanted to be sure, the 80 gal. unit was the job.

Today there are high recovery electric water heaters of 40 gal. storage capacity that keeps up with the needs of all but the most hot-water-greedy washers.

It is true that not all electric utilities can accept these quick recovery models on their lines—but in two years their acceptance has been assured by nearly 50 per cent of the utility companies.

With all electric manufacturers making the quick recovery models, we can be sure that this will be the competition everywhere in the very near future. And we are not at all certain that this is as far as the electric industry will be able to go in stepping up performance in competition with gas. Competition will probably be tougher later on.

### Present gas models

With this happy thought fresh in our minds, let's look into the present gas water heater situation. As always there are a lot of makes and models on the market. In performance, quality, durability and permanent good looks they cover a long range—all the way between "up to quality" and "down to a price." What are you going to sell?

There is unquestionably a need for low priced water heaters to sell to people who must have hot water but cannot possibly afford to buy

## WHO SELLS THE WATER HEATERS?

| Gas                |            | Electric                            |            |
|--------------------|------------|-------------------------------------|------------|
| Retail Outlet      | % of Sales | Retail Outlet                       | % of Sales |
| Department Stores* | 16.6%      | Department Stores                   | 3%         |
| Appliance Stores   | 2.1%       | Appliance Stores                    | 18%        |
| Hardware Stores    | 1.8%       | Hardware, Farm, Auto                | 10%        |
| Utilities          | 8.6%       | Furniture Stores                    | 4%         |
| L P Dealers        | 5.5%       | P-H Contractors                     | 49%        |
| P-H Contractors    | 63.5%      | (includes builders, gov't agencies) |            |
| Automotive         | 0.5%       | All Others                          | 16%        |
| All Others         | 1.4%       | (Utilities, other retail stores)    |            |

\* Includes mail-order, chain stores

SOURCES: NEMA AND GAMA REPORTS FOR 1956

Table 2. LPG dealers sold 5.5 per cent of the gas water heaters in 1956.

the top bracket merchandise. There are more of these price-buyers in some localities than in others.

The competitive gas water heaters can be sold for substantially less than electric heaters that will also get by with these customers.

With these bargain heaters you can frequently win the first round, and with families that will never upgrade their requirements, you may go on winning round after round as the heaters wear out and replacements must be bought.

### Hazards in selling "price"

As in all other lines of merchandise, there are two hazards in selling price merchandise. First, the salesman may lose the ability to sell quality merchandise. The second is the result of the first. A surprisingly high percentage of American families up-grade their standards of living, and many acquire larger families and require additional hot water supplies. If they have not been satisfied with the low priced water heater that you sold them before, you stand a good chance of losing the second round.

Good selling has been defined as "selling merchandise that will not come back to customers who will." The best possible insurance against losing the second round is to deliver the Sunday punch in the first round.

Water heaters, both gas and elec-

tric, are being improved very rapidly. This goes for performance, durability, and appearance. As we emphasized in connection with ranges, the job that is built to meet price competition does not have the features that keep it desirable in competition with the improved models. It is obsolete before it is installed, so it is highly vulnerable to your competitor's modern model just as soon as the owner can finance a new purchase.

There is far more danger of underselling than overselling your customer. The salesman who gets the habit of selling down must constantly find a new crop of customers to sell down to. The salesman who sells the best, develops a constantly increasing reservoir of satisfied customers who are not only candidates for repeat sales at the proper time, they are also pleased to recommend the product that has given them outstanding service. This is your one real defense against competition that is steadily bringing out improvements. It is also your only assurance that you can go on increasing your sales volume.

### AGA warning and advice

We hope you are still reading, in spite of the normal human tendency to resist preaching. The above was not just our idea. The best authorities in the utility gas companies agree. The following is quoted from

a booklet put out by the AGA:

"The materials are being produced right now for a 1958 promotional campaign that will push the new quick-recovery electric water heater for the first time nationally.

"With higher wattage that gives souped-up performance at lower cost, the quick-recovery electric is the electric people's bid to upset gas in the water heating field.

"It took time to get the electric interests together on strategy; now virile competitive action seems assured."

They quoted these three paragraphs from the August 1957 issue of *Plumbing and Heating Business*. Their own comment is:

"Thus it is self-evident that the gas industry, to maintain its sales lead, must aggressively promote and sell automatic gas water heaters which will meet the new hot water requirements in today's modern home better than competitive equipment."

### AGA recommendations

Then they proceed to make recommendations based on the hot water requirements in the modern home. Considering that there are now 41 million clothes washers in American homes, and that the number of automatic washers is increasing rapidly, the AGA Gas Industry Development Committee came up with the following recommendations:

"1. That the minimum storage capacity for automatic gas water heaters recommended for gas industry promotion should be 30 gal.

"2. Gas water heaters recommended for gas industry promotion should be able to deliver a minimum of 81 gal. of hot water in two hours, enough to take care of three loads in a 25 gal. capacity automatic washer plus 3 gal. per hour for other hot water needs. The temperature of the water delivered should not drop below 120° during the two hour period."

They followed with a number of technical recommendations covering features which add up to high efficiency, safety, rust-free tanks, and all that goes with a 10-year warranty. This booklet is well worth careful study. It may be obtained from American Gas Associa-

Gas water heaters are loaded with "plus" values which electric units do not have. These make strong selling points.





# ...treasure

There are many hidden treasures in a Sid Richardson LP-Gas contract that you find when you become our customer. A careful comparison of these year-'round benefits will show you the advantages of doing business with us.

No one has a better record of on-time delivery of top quality products;

Prices, even on contract product, are voluntarily adjusted to meet competitive conditions;

We do not compete with our customers — we have no company-owned or controlled wholesale or retail outlets competing for product or co-operation.

Why don't you seek and find the treasures in a Sid Richardson contract.

## *Sid Richardson* GASOLINE CO.

629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS

### REGIONAL REPRESENTATIVES

H. M. JONES  
5123 NO. NEW JERSEY  
INDIANAPOLIS, INDIANA

MARVIN L. DOSS  
509 GLEN HAVEN DR  
ABILENE, TEXAS

H. L. SCHMIDLEY  
869 ST. PAUL AVE.  
ST. PAUL, MINNESOTA

WILLIAM T. CARL  
3105 DEWEY  
OMAHA, NEBRASKA

tion, 420 Lexington Ave., New York 17, N. Y. The title is "Desirable Features for Automatic Gas Water Heaters."

There is talk now that the AGA is sponsoring the design of a new "Super Par-X" gas water heater. (Temporary name. Selected name to be announced later will have merchandising power.) This new heater is to be a long step ahead of the souped-up electric water heater.

### The sales story

In the meantime, you must sell what is now available—and the sales story of the present top-quality gas water heater is getting real results for salesmen who have learned to use it.

Let's tie this in with some of the ideas that were brought out in the earlier articles of this series that dealt with the basic principles of selling. You sell a result. You satisfy your prospect's need.

Stated as briefly as possible, the prospect's need is "unlimited hot water at the turn of a faucet handle." And that means that the heater should be capable of supplying all of the hot water that the family needs, not only now but also at any time within the expected life of the heater.

It should consider possible increases in family and any hot water consuming appliances that the prospect plans to purchase. Is she considering adding an automatic washer? An automatic dishwasher? It may cost less to get a heater with the extra capacity now rather than later. And if it is necessary to buy a larger heater at the time the clothes washer is bought, the monthly payments may be uncomfortably high.

After you determine the customer's need, you start your pitch. It helps if you can do a little demonstrating as you go along. How do you demonstrate a water heater? There are a number of features that can be shown by means of cut-away sections. You can show a section of the tank, insulation and jacket.

If your heater tank is non-rusting—and it should be on your better models—you can certainly arrange a demonstration with jars of

water that will show the differences. If your heater has a glass lined tank, an ordinary glass jar or a good looking porcelain enamel jar will represent that. If your brand has an aluminum alloy tank, or a non-ferrous or even rust resisting steel tank, get a sample of the actual material and put a strip of it in a jar of water. Then to complete the comparison put a strip of ordinary galvanized iron in another jar.

The most effective show we have seen with this had the cut edges protected with solder so they would not rust, and a single punch-mark in the center through which rust could attack. In a very short time this developed a growth of rust like a mushroom.

### Demonstrating an actual unit

Of course the most effective demonstration that can be given is to have a completely equipped model kitchen in connection with the showroom. This is particularly effective if you happen to be selling one of the new dual-temperature jobs. These provide water at 180° for the automatic clothes washer and dishwasher, as recommended by domestic science authorities, and water at a lower temperature, approximately 120°, for the bathing and lavatory facilities and the kitchen sink. This latter is recommended by the National Safety Council as a means of avoiding scalding accidents.

Thermometers are useful props for showing actual temperatures at the outlets. The dial type, like you have on your automobile, but giving the reading in degrees, may be installed in the clothes washer.

If you have a connected-up demonstrator, you can also arrange for a very effective burner demonstra-

tion by mounting a small mirror on an angled support in such a way that the pilot and the flame can be seen from the sink. One important reason why the gas heater will always be faster than the electric heater is that it does not waste any time getting the burner up to working temperature. When the thermostat calls for heat the flame comes up instantly. With electric models, there is a period of waiting while the element heats up.

In case it is necessary to prove to some doubting Thomas that the LPG heater is safe, this mirror stunt and a cut-off valve in the gas line provide a very convenient way of demonstrating the 100 per cent safety shut-off feature.

### Sell the plus

Since the threat or the actual presence of electric competition hangs over your head all the time, it is important that you "Sell the Plus"—which is what the gas water heater has that the electric water heater does not have. Let's name a few of these advantages.

No L. P. gas water heater has ever stopped working when the power failed due to sleet, electrical or windstorms.

Since it produces more hot water per gallon of tank capacity, the gas water heater does not need to be so large or occupy so much space.

The gas burner retains its original efficiency throughout its life—and it never wears out. This is not true of the electric elements used in the competitive heater. Like every electric lamp globe, the electric element begins to deteriorate as soon as it is put to use. It eventually burns out. When it must be replaced, this is no cheap chore.

(Continued on page 54)

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## Suggested Program for Sales Training Meeting No. 9

Props for the meeting—complete sets of your water heater manufacturer's circulars, sales aids, sales bulletins, and price lists.

1—Review all of the above material, making sure that salesmen know: (1) what features are the same on all models; (2) what extra features are included in the better models.

2—Ask each salesman to give a talk selling the need for adequate hot water and the quality features of the gas water heater which fill this need.

3—Have one of your best salesmen give a sales talk selling a gas water heater over an electric model. Have the other men give constructive criticism.



See America's most beautiful gas heater line...



**MODEL VR-50**  
One of the Great  
New Gas Heaters  
with "Picture Frame"  
styling.

## *Warm Morning* **GAS HEATERS**

The new WARM MORNING gas heaters were the sensation of the 1957 selling season, with a spectacular increase in sales of more than 100%. Now is the time for you to get on the WARM MORNING Bandwagon!

WARM MORNING factory facilities are being further expanded now to meet the increasing demand for these beautifully styled, feature-packed gas heaters. Dealers will be backed up with more powerful advertising and selling support than ever before.

### America's Most Beautiful Gas Heater Line Offers You:

- Big Early Booking and Anticipation Discounts!
- Liberal Fall Dating Plan!
- More Powerful Advertising and Promotional Support!

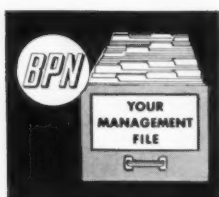
SEND a postcard now for full color catalog that illustrates and describes the complete WARM MORNING line. If you wish, we will have a sales representative of your WARM MORNING distributor contact you soon.

**LOCKE STOVE COMPANY**

114 F West 11th Street

Kansas City 5, Missouri

Manufacturer of *Warm Morning*  
Heaters and Incinerators and  
**Moore's** Gas Heaters

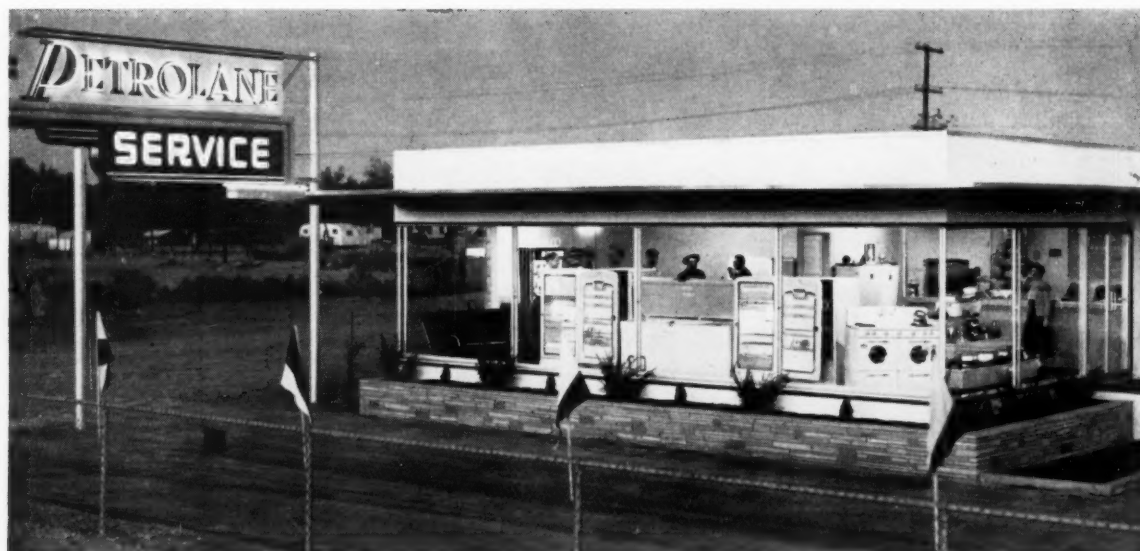


## Sales Management Program



*No. 9 of a Series*

## Setting the stage for action



All glass front and sides make the entire inside of the showroom a window display at Petrolane Gas Service Inc.'s El Centro, Calif.,

plant. Note the sign, the ample parking space, and the touch added by the planter box. The building says, "modern."

**W**HEN a prospective customer—or a present customer—walks up to your showroom, what does she see? A faded building with dirty windows and a peeling sign? Or does she see a brightly-colored modernistic building with clear windows showing moving displays and a sign that shows you are proud to be an L. P. gas dealer?

And when she steps into your showroom, does she enter a dark, dingy room, crowded with every-

thing imaginable including a few dusty appliances, and with nude calendars covering the walls? Or does she enter a fairyland of gleaming, well-arranged appliances in a bright and colorful setting?

If you were the prospective customer, in which of these two types

of establishments would you prefer to do business?

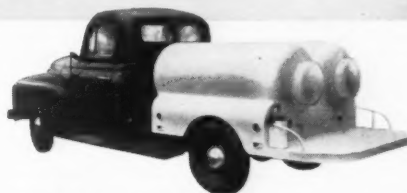
Impressions are mighty important. In spite of the old adage, we *do* judge a book by its cover and a business establishment by its looks. If you want to be successful, you've got to look successful.

By MARTIN A. BROWER • Managing Editor

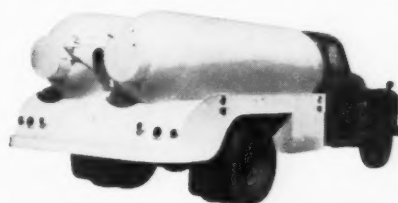
# it DOES make a difference WHO builds your next tank!



In our many years in business we have encountered some of the most exacting specifications from firms all over the country...coast to coast and Canada to Mexico...who demand and have the money to buy the best, and whatever the job...whether for one unit or an entire fleet...whether for a hot-shot bottle refill unit or a multi-thousand gallon transport...they all get the same care and my personal supervision. Whatever your problems, you can bring them to us with complete confidence knowing that their solution will be backed by 32 years' successful experience.



You'll find that each of our units has the same strength, utility and design for economical service, be it the small "hot-shot" bottle fill unit...the 1,200 to 2,000-gallon



delivery unit with its smart flowing lines, or...the big,



multi-thousand gallon step-down transport which has attracted the attention of the press because of its unique design, balance and all-around safety features.

## FEATURES:

- **SCIENTIFIC KNOW-HOW**  
plus years of experience insure safe, efficient, economical operation.
- **INDIVIDUALLY ENGINEERED**  
Each job is an individual operation using the latest methods, tailored to meet state requirements and maximum payload.
- **REAL CRAFTSMANSHIP**  
We employ only trained and skilled mechanics who take pride in their work.
- **PROPER SUPERVISION**  
Every job is carefully and personally supervised.
- **ANY SIZE — ANY STYLE**  
Whatever your needs...on the ground, on skids, on wheels...our Engineering Department is capable of turning out a specific model for a specific use.
- **IT PAYS TO GET THE BEST EQUIPMENT**  
In the long run, it is not only service but **ECONOMICAL** service that counts. Dal-Worth has established a record for that!



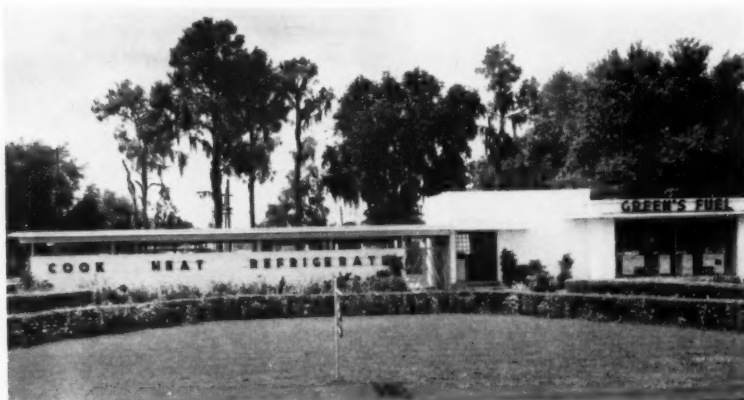
**DAL-WORTH  
TANK  
COMPANY**

W. G. (Red) Brumil, Owner

BOX 818  
GRAND PRAIRIE  
TEXAS



Modern, attractive, and functional describe the showroom front of Irvington Gas Co., Irvington, Ky. The entire showroom is in display and the top line of ranges are in the window. Note how the side of the building is used for long distance identification.



Landscaping adds beauty to the simple but inviting Green's Fuel plant in Florida. Note how the wall on the left encloses the yard while providing beauty and sign space.

The store front makes the first impression on the customer. The type of impression made can be controlled by the type of front the dealer puts up. The dealer can make himself look conservative or progressive, old-fashioned or modern, reliable or fly-by-night, clean or dirty, merely by changing his store front.

Part of the decision as to the impression the dealer wants to make will depend on the community in which he does business. But every dealer these days wants to give an impression of being modern, and certainly of being clean. Because every dealer wants his customers to feel by instinct that L. P. gas is modern and clean.

Regardless of the type of building with which an LPG dealer might have to put up if he is not in a position to build a new one, that building can be given a face lifting. The trend is to more glass, more aluminum and enameled metals, and

to stone. These materials are available through building supply dealers at surprisingly low costs for the do-it-yourself crowd.

In many cases, a coat of paint alone would make a terrific change. The amount it costs to have a painter do it might prove insignificant in relation to added business.

Cleanliness is a must. A regular cleaning man or service will keep the place in spic and span order. Windows especially are an important part of the showroom. The difference between clean and dirty show windows is a big one.

Landscaping and parking area are important, too. Easy parking will obviously attract more prospects into a showroom than if there is no parking space available or if the parking area is difficult to get in and out of and is crowded. If the firm does not have enough space itself, it should contract for space nearby. And an inviting sign, letting prospects know that the park-

ing is for them and free, goes a long way toward saying "welcome."

### Signs

Signs should tell the public two things: who you are and what you do. They should put across their message simply and proudly. A poorly-done do-it-yourself project reflects on the type of LPG installation you are likely to make and the type of appliances you sell. A worn, torn, or peeling sign likewise reflects with extreme disfavor on the dealership.

And the sign should stand out so that prospects attracted through advertising can find the place and passers-by will be attracted to stop, now or at some future date.

Many dealerships have their signs made in the shape of bulk tanks or cylinders, or have a gas flame on them so that everyone knows what the firm sells. Signs that stick out from the building are good for being seen from both directions from the store. Other locations are on the building above the windows, on the side or sides of the building, on the awning, or on the window itself. Several signs can be used in each of several places.

Light for nighttime viewing of the sign is always desirable. Neon signs are popular, but putting floodlights on the present sign, or using fluorescent illumination from the rear, is dramatic.

A sign on your own building is one of your least expensive methods of advertising. It should not be overlooked.

### Windows

Windows can be used to good advantage for attracting customers, especially where the showroom is located in a high-traffic area and most especially if it is located downtown.

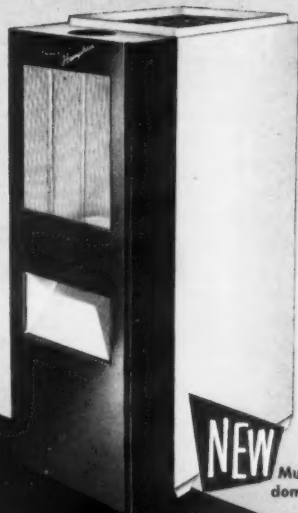
Appliance manufacturers, the National LP-Gas Council, GAMA, and other organizations provide decals which can be attached to the windows themselves. Or, decals can be order made. They are attractive, colorful, and give the window a gay and professional appearance.

Displays of appliances in the window are giving way to use of the entire showroom as the window display. The theory is that prospects will be attracted by seeing a lot of



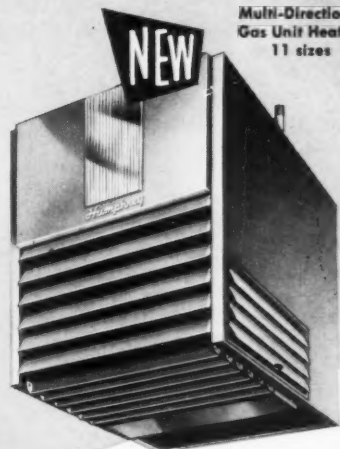


Gas lamps in choice of 3 rich decorator finishes—polished aluminum, Copper tone, Brass tone

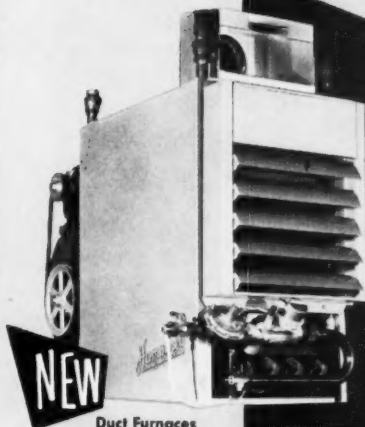


**NEW**

Multi-Discharge domestic furnaces



Multi-Directional Gas Unit Heaters 11 sizes

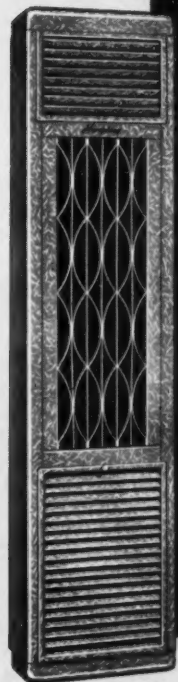


Duct Furnaces and Blower type Gas Unit Heaters

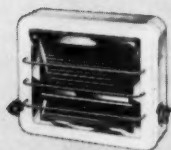
*Humphrey*  
offers a whole store-ful of

# NEW GAS HEATING APPLIANCES

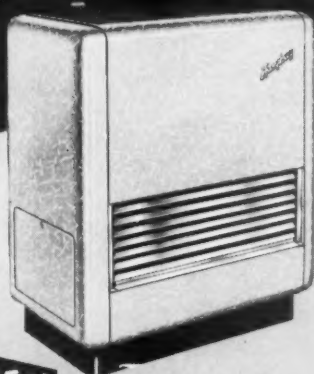
*Tested and Ready for Profitable Selling*



Recessed wall heaters



Raffle white enameled wall heaters



**NEW**

"Director" circulators with Toptral and counterflow fan



**NEW**

Radiantfire Circulators with Toptral and "Directaire" counterflow fan

"The most profits go to the dealer who offers the newest and best products!"



Now, as never before, the public wants products that are new . . . different . . . better . . . and the

dealer who can supply such products has the key to top sales and maximum profits.

It's a market made to order for the Humphrey dealer, because he has a complete line of products that are truly new and better.

Because these products are new, their sales appeal is immense. And because they are demonstrably better, they can be moved without ruinous slashing of dealers' margins.

Check into the Humphrey deal. It can be a life-saver in today's highly competitive market.

**GENERAL GAS LIGHT CO.**

KALAMAZOO, MICHIGAN

appliances and by seeing other people and activity inside.

Use of the entire showroom as a display which can be seen through the windows can be shared with a small display in part of the window. This usually features a theme that ties in with the month's advertising and promotion and is changed accordingly. Manufacturers supply loads of excellent point of purchase display material which can be used with the particular appliance on display. The best displays are simple, featuring one appliance, with standing or hanging display cards helping to draw attention and put over the sales message.

Action displays in the window are especially good at drawing the attention of passers-by. These are also available from many appliance

manufacturers, usually at a nominal cost. Or, the dealer himself can rig up the movement with a small electric motor.

If the location is such that the window gets evening traffic, a lighted display will catch the window shoppers. Some dealers leave all of the showroom lights on so that the entire showroom can be seen at night as well as during the day. Others merely light up the window display. The lights can be rigged with a simple time switch so that they go out after a certain hour.

The type of front your showroom puts out to the public is doubly important. It can either repel prospects from entering or put those who do enter in the wrong state of mind, or it can at-

tract prospects and put them in a buying frame of mind.

### The showroom stage

And so the prospect enters the showroom. She—or he—has come in through the urging of a salesman, as the result of your advertising and/or promotion, or off the street—attracted by the store front. Or maybe the prospect just came in to pay the gas bill. Whatever it was that brought the person into the showroom, this is a real, live prospect. It cost money to bring her into the showroom. Now is the time to make the most of it.

The showroom might be considered the stage on which the sales action will take place. As such, the stage should be carefully set to create the right mood. Grown-ups are much like children—they want the nice things they see. The showroom can be planned so that it works right along with the salesman in creating in the customer the desire to own certain appliances.

In the proper setting, the customer is more receptive to being sold, and the salesman does a better job of selling.

### The room itself

Let's start with the actual room used for displaying the appliances. A nice-appearing, clean showroom can make up for a lot of errors in display. Just as in a stage play, the scenery and backdrop (the showroom) can do a lot to make or break the actor (the appliance).

The room in which the display takes place is made up basically of walls, a ceiling, and a floor. Each of these elements should be considered by the dealer separately and as a unit.

Paint and wallpaper can do wonders for any walls. Many dealers have achieved an excellent effect by painting three walls and papering the fourth. In the event of badly chipped plaster walls, a new coat of plaster might be in order.

And color can be used to play tricks on the eyes. Light colors will make a small room look larger. Dark colors will make a large room look smaller. A dealer with



A showroom needn't be brand new or ultra-modern to be neat and impressive. Note how a simple sign, a painted front, big windows, and an aluminum awning make an attractive front (above) for Mountain Liquid Gas Co., Bishop Calif. The sign (below) on top of the Webster Gas Co., Springfield, Mo., tells us that firm proudly sells L. P. gas. The downtown store has a neat front without being flashy or expensive. Note how well it stands out from its neighbors.





## EXTRA! TEXACO DISTRIBUTORS ASSURED OF DEPENDABLE SUPPLIES IN GROWING MARKET

In 1950, less than 3.5 billion gallons were sold. Estimated demand for 1960 is 8 billion gallons, 9.5 billion by 1965. More and more, LP-Gas Distributors with an eye to the future are teaming up with Texaco. Reason: They can count on dependable supplies in a fast-growing market.

Texaco Distributors will get their full share of the increasing demand. Top quality, moisture-free

Texaco LP-Gas wins immediate acceptance because Texaco's reputation is nationwide. Another plus—Texaco offers tailor-made, hard-hitting advertising for the distributor.

There's a solid future ahead for Texaco Distributors. Proof: 683 distributors of Texaco products have been with us for 20 years or more—many others for as long as 45 years.

### 5 reasons why it pays to be a TEXACO LP-Gas Distributor

1. A product of highest quality.
2. Dependable and efficient delivery, in a new fleet of tank cars— from 25 strategically located production areas.
3. Immediate acceptance. Texaco LP-Gas carries the nationally-known, famous trade-mark, Texaco.
4. One of the largest producers of LP-Gas, The Texas Company is the only petroleum company to build up successful distribution of its products in all 48 states.
5. Profitable and proved sales policies. Texaco markets only through independent distributors.



Some areas are still open for a sound and profitable business with Texaco LP-Gas. Let us tell you how.



**TEAM YOUR NAME** with Texaco and profit . . . faster! Call or write Texaco today . . . The Texas Company, LPG Sales Division, P. O. Box 2420, Philtower Bldg., Tulsa, Okla., Diamond 3-4101—929 South Broadway, Los Angeles 15, Cal., TRinity 9271.



Each appliance is easy to see and inspect from all sides at St. Petersburg Gas Appliance Co., St. Petersburg, Fla. Note the pans on the ranges, all ready for demonstration.



A prospective customer couldn't resist walking up this wide aisle with exciting appliances on each side. Note how the open broiler doors, the demonstration pots on the ranges, and the signs make this showroom look alive.

a long, narrow room might paint the walls on each side in a light color, the walls on each end in a dark color, thereby "squaring off" the room.

Another trick is to use warm colors like reds and yellows for walls near heating equipment and cool colors like blues and greens near cooling equipment.

In general, lighter, pastel colors are used since they make the room look large, airy, and gay. And use a glossy paint. It brightens the

room and puts appliances in a kitchen-like atmosphere.

Acoustic squares (those fibre squares with the holes in them) are winning wide popularity as a ceiling cover. Although they might be more expensive than a couple of coats of paint or paper, they have the added advantage of absorbing sound. Where the ceiling is in too poor a shape to be covered well with paint or paper, the acoustic tile is a definite answer.

In painting the ceiling or the

acoustic squares, the same color illusion can be used—light color to make a low ceiling look higher, dark color to make a high ceiling look lower.

It's amazing how much a floor can affect the looks of a room. Plain cement or old-looking wood will take away from the overall effect. Cement can be painted and waxed and wood floors can be sanded and waxed, but the best move is to cover the floor with linoleum, asphalt, or rubber blocks.

These blocks are colorful, decorative, bright-looking, easy to keep polished, comfortable to walk on, and the better blocks have great durability. Colors can be selected to blend with the walls and show off the appliances. And designs can be worked out to add new beauty you never believed your showroom could have.

The cost of all this showroom redecorating? Surprisingly small. Your men might do it themselves during slack periods or a specialist can do it for you. But the result of such an undertaking has got to be increased sales. Customers will like the result and the sales staff and entire working force will get a lift and added morale from working in or being a part of the redecorated showroom.

Whether the showroom is redecorated or not, cleanliness is a must. One of the best ways to make certain the showroom is always clean is to have a regular cleaning man or woman and to supply that person with the proper cleaning equipment: cloths, floor polisher, compounds, polishes, etc.

And assign one of the girls in the office to dust off all appliances, shelves, and table tops every morning. It will only take a few minutes, but the result might mean the difference in a sale.

### Display and arrangement

People travel miles to attend fairs and shows where they can examine a wide variety of well-displayed equipment at their leisure. So why not set up your showroom display along the lines of a fair exhibit? Arrange appliances so that persons entering the store can see all of the appliances in some type of order. But arrange



*Just out! The newest in pickups!*

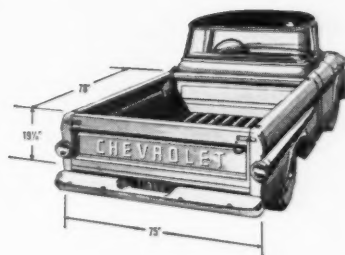


# ***NEW FLEETSIDE BY CHEVROLET***

*Here's the new sweetheart of the Task-Force fleet, Chevrolet's new Fleetside pickup! No truck has ever been better to look at . . . or better for your business.*

Long, sweeping lines, graceful body contours . . . new truck appearance that's fleet, dashing and completely modern! Yet there's even more to the new Chevrolet Fleetside than the striking beauty that first meets your eye. There's size, for instance: extra room inside to pack many additional cubic feet of payload. And with double-walled lower side panels, durable hardwood floor, and solidly constructed full-width tailgate, the new Fleetside is the toughest of pickup bodies, too! A new adjustable latch keeps graintight tailgate free from rattles.

Here's a new high in hard-working utility, matched by new styling that makes you stand out on any street. See the new Fleetside at your Chevrolet dealer's now! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



*More load space than any other comparable low-priced pickup. In lengths of either 78 inches or 98\* inches and a full six feet in width, this new body actually provides 50% more cubic capacity than the conventional pickup box!*

*\*Optional at extra cost.*

*Plenty of work-whipping hustle and muscle. Your choice of two great engines—standard 145-h.p. Thriftmaster 6 or optional at extra cost 160-h.p. Trademaster V8. And truck-engineered chassis components will take all the abuse your most bruising hauls can give them!*



## **CHEVROLET TASK • FORCE TRUCKS**

them so they are certain to see the ones that you especially want them to see.

First, make the entry open and inviting. Leave a wide aisle with some really attractive displays up front. Most attractive to most appliance shoppers is a model kitchen or a model utility room. But since these are so attractive, a good place to locate them is in the rear of the showroom, so that prospects must come all the way in and pass everything else in order to see what they want to see most.

Every dealer should have a model kitchen set up because this shows the appliances where the prospect should picture them—in the kitchen. And even if the prospect's kitchen does not now look

like the model kitchen, seeing a range, for example, in this setting, makes her feel that by adding this range to her kitchen it might make her kitchen look more like this. Motivation studies recently completed show that consumers these days think of complete kitchens, not individual appliances.

The model kitchen usually includes a free-standing range or a built-in range and oven, a water heater, a matching washing machine and clothes dryer or a combination washer-dryer, an incinerator, and a refrigerator (gas, if possible). These are worked in flush with a sink, drainboards, working areas, and cupboards.

A utility room features a central heating furnace (possibly with air conditioning) or an all-year heat-

ing-cooling unit, and might also have one or more appliances like a water heater, an incinerator, or a washer-dryer.

And, if space allows, room heaters can be shown in a model living room complete with soft chairs where the prospect can sit down to talk to the salesman or just rest.

The best appliance arrangement leads the prospect right into the showroom in a definite pattern. The layout can be arranged so that the prospect ends up "trapped" and cannot leave without getting some sales information.

Individual appliances should each be set separately for maximum exposure and inspection. Low platforms provide an inexpensive and easy means of making certain models stand out. Different backdrops also make certain models stand out. A dark red or blue drape, for example, will really show off a white appliance standing in front of it.

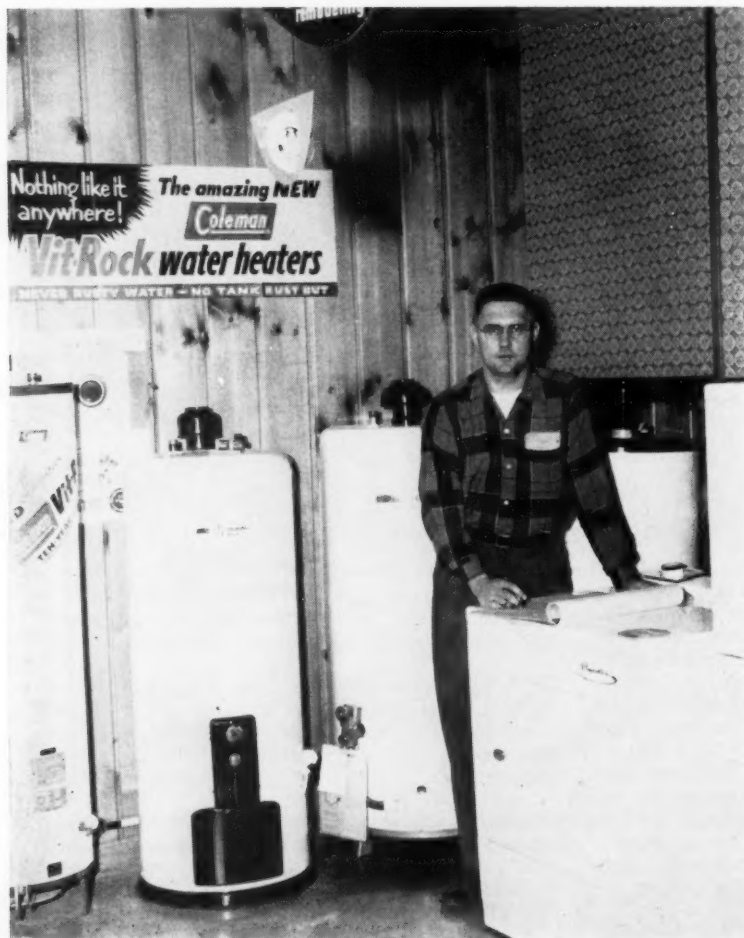
Where the showroom is not large enough to allow arrangement so that the prospect is led into the store, appliances must be arranged for greatest attraction. When a person walks into the showroom, he or she will generally look at the center first, then left, then right. Naturally, the front will be seen before the back.

When you walk into an automobile dealer's showroom, which models do you see? The stripped down business coupe? Not at all. You see the top line convertible, the hardtop, and the most expensive family sedan. Take a tip from that. Display the top models and demonstrate them. If forced to sell the lower lines, take the customer way in the back corner where one or more is stored just in case.

### Lighting the showroom

Proper lighting can be a great help in setting the showroom stage. A director of a stage play is concerned over proper lighting because he knows that lighting can help set a mood.

For the store as a whole, fluorescent lights are proving highly popular. These give a bright, glareless light which flatters the appliances. Replacement of old fixtures or hanging lights with day-

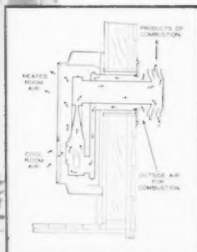
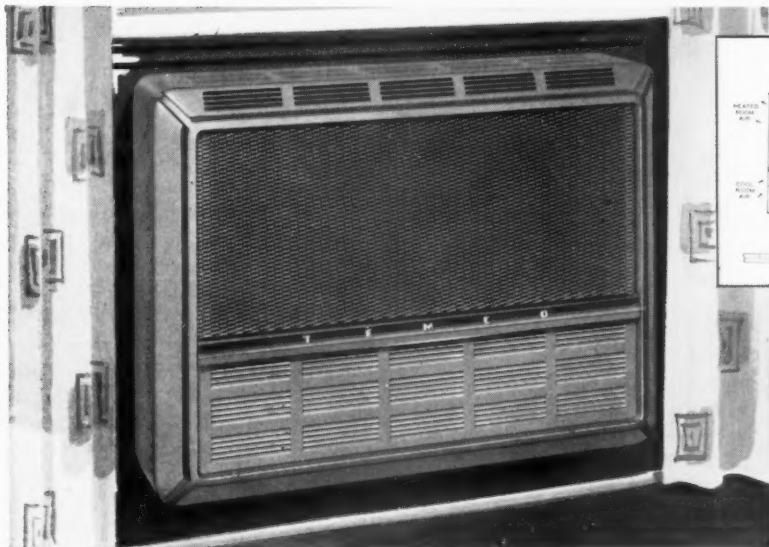


The manufacturer's wall banners, appliance sticker, and hanging mobile add excitement to these water heaters and make them more desirable to the prospect. Note also the effective use of knotty pine. Standing by is Ivan Togstad, manager of the Bloomington office of Illinois Butane Gas Co.

Quicker selling . . . because it's better known!

# TEMCO "Pre-Vent" Gas Wall Heater

. . . with more features your customers demand!



**The name  
they  
know is  
TEMCO!**

And now . . . Temco's 30 years of specialization in the gas heating field again pay off for you, in greater volume sales, with this amazing new Temco "Pre-Vent" Gas Wall Heater! Your customers know the name. So, let them know the features, along with the modern convenience of operating this new Temco heating unit on L.P. gas!\*

## Check these TEMCO features . . . and cash in!

### You sell absolute safety:

Temco's "snorkel-like" thru-the-wall vent pulls in fresh, outside air for combustion and exhausts all combustion products directly outdoors! No oxygen is taken from room air. You offer fresh, clean, uniformly circulated heat that's safe and healthful!

### You sell matchless modern styling:

A heating unit that fits perfectly . . . beautifully . . . unobtrusively on any wall . . . and is low enough to be mounted under most windows. Gleaming, decorative finish of neutral tan perfectly matches your customer's modern designs for living!

### You sell low-cost operation:

Temco's "Pre-Vent" Wall Heater is a self-insulated heater . . . provides a warm-air blanket over outer wall to prevent costly loss of heated room air. Also, a self-energized control to eliminate cold discomforts even during power failure!

### You sell ease of installation:

Temco's "Pre-Vent" heater eliminates major installation and construction costs. No chimneys or flues required! No recessing or additional venting materials. Installs by simply cutting an 8-inch hole through the wall, connecting to Temco's pre-engineered vent and gas line. Easy to install in any wall, at any level—even under windows!

**Plus this  
sensational sales  
feature—exclusive  
with TEMCO!**

Only Temco heat exchangers are finished in Ceramiclad\*\*, the porcelain enamel finish similar to that used for jet aircraft combustion chambers. Ceramiclad withstands far greater temperatures than any furnace will ever reach—and never rust out, never burn out! Temco's exclusive Ceramiclad heat exchanger sells itself—with an exclusive 20-year warranty!

\*Operates equally well on natural and manufactured gas. \*\*Trade Mark Registration Pending



"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"  
ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS  
WARM AIR FURNACES • AIR CONDITIONING • GAS WATER HEATERS

Send this coupon now for complete descriptive information on the Temco "Pre-Vent" Wall Heater and other quality Gas Heating Equipment.

Temco, Inc. Nashville 9, Tennessee

Send me complete information on the "Pre-Vent" Wall Heater:

Company \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

light fluorescent ceiling fixtures will give a whole new look to your showroom. They help make the entire room look more modern and do away with heavy shadows.

Spotlights can be put on featured appliances to excellent advantage as can colored lights and footlights. These are easy to arrange, inexpensive, and add a dramatic touch.

### That active look

Today's merchandising experts have shown that action and life are vital in a sales program. A dull looking showroom with nothing but the same appliances standing in the same straight lines month after month will not do the job.

The showroom will do the best job of helping the salesmen sell when it looks active, alive, and going. Showmanship is needed to do this job.

The way to achieve the active effect is through signs and displays. The signs are of two types: those which can be obtained from the manufacturer of the appliance and those that the dealer has made up by the local sign man. The first type are the colorful point-of-purchase displays provided by manufacturers and often dumped into the back room by LPG dealers. These signs have a purpose. They make the appliance or appliances to which they apply look important and worth buying. They dress up the entire showroom and give it that alive look.

Then there are the dealer's signs. A large sign card, professionally lettered by a sign maker, pointing out the features of an appliance, helps make the appliance stand out. It makes the store look like it is selling. Some experts advocate putting the price on one of these cards for each and every appliance. This makes it unnecessary for the prospect to ask the price and it has the psychological advantage of making the price seem "right." The prospect feels that it must be a good price if it is so prominently displayed.

Other signs, wall posters, banners, streamers, and even price tags are available to LPG dealers from such sources—in addition to appliance manufacturers—as the Gas Equipment Manufacturers division of GAMA, the AGA, and the National LP-Gas Council.

For look-alive action, the signs and displays should be changed regularly, usually each month and especially with the seasons. And one or more appliances should be featured each month. This featured appliance might be specially displayed at the front of the showroom mounted on a platform (revolving is a good gimmick) and "circused up" with signs, banners, and even flags.

Don't overlook an opportunity to tie in your showroom display and decoration with special community or even national activities and with national gas and LPG promotion. And the showroom stage will naturally always tie in

with your own newspaper, radio, and direct mail promotions.

### Ready to do business

The showroom has three functions in all: to display appliances in a manner that creates a desire for them; to display appliances so that they may be inspected by prospects and used by salesmen in their sales talks; and to sign up the customer. So far we have covered the first of these.

Allowing for inspection of the appliance merely means that it should be readily accessible from all angles, as previously mentioned. The prospect will want to and should be encouraged to open the doors, turn the knobs, take out everything that lifts out for cleaning, adjust the dials, and even feel the finish.

But the prospect will want to do more than that. She will probably want to actually try the appliance, especially if it is a range or clothes dryer. And the salesman will want to demonstrate the appliance. This means that as many of the floor models as possible must be connected for use. And pots, clothes, or whatever props are needed for demonstration should be on hand. Demonstrations will be covered in greater detail in part 10 of this series.

When the prospect is ready to talk business, or the salesman is ready to get the prospect talking business, they should be able to walk over to a business area. This means there should be a place in the showroom where the prospect and salesman can sit down in comparative privacy and freedom from disturbance. A desk, some comfortable chairs for the whole family, order forms, pens, price lists, payment books—everything must be in readiness.

Just a place to store a few appliances for inspection? Hardly. The showroom, and its front, are vital factors in attracting prospects, putting the prospects in a buying mood, selling the appliances, and closing the deal. As such, care and thought given to putting on a good front and setting the stage are as important as the care and thought given to all other aspects of the sales program. ■

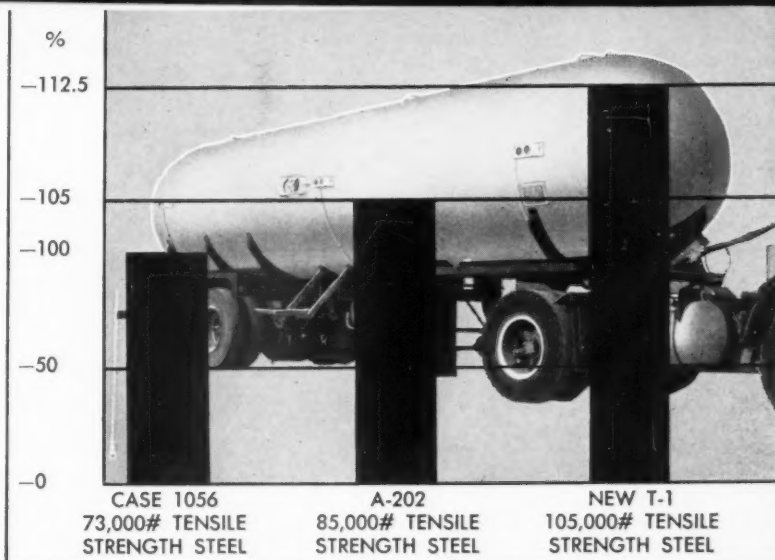
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### Questions for study and discussion

1. Walk outside of your showroom and take a real look at it. Does it stand out for a distance on each side? Is it the type of place in which you would like to do business? How does it compare with surrounding business places?
2. Look in the windows. Is there anything that would interest you as a prospective appliance purchaser to come inside and shop around?
3. Walk just inside the front door. What catches your eye first? Is that what you want to catch the eye of prospective customers? Does the showroom look active and alive? Would the appliances give you, as an appliance prospect, any urge to possess them? Is the showroom attractive and clean? Would you care to shop here?
4. Take out a pencil and some paper. List the things that you would like to do to the inside and outside of your showroom that would make it an asset to your sales program.



Maximum Load laws imposed by various states once prevented dealers from increasing profit-per-load in transporting gas from refinery to plant storage. Now, Trinity Steel Company offers a new light-weight steel blimp transport that changes this picture...



Bar chart, showing increased percentage of product payload of T-1 and A-202 over Case 1056 steel, all with 72,000 lbs. total loaded weight.

## Same Number Trips, Same Maximum Loaded Weight... OVER 10% MORE PAYLOAD EACH HAUL

**B**less American industry and its amazing technological advances! Time was, an LPG dealer had his hands tied when it came to increasing profits on transport hauls from refinery to plant storage. If his state's laws limited the maximum load to, say, 72,000#, the heavy weight of the tank, chassis and tractor left little room for gas.

Tank fabricators, in many instances, were able to redesign the fenders, chassis and overall design to reduce dead weights and to improve the payload... but this often was not enough saving to make a big difference.

### New Steel Discovery Opens Door

The vast research facilities of the nation's top steel makers were used to work on this problem. Out of this effort came a fantastically strong new lightweight steel. Labeled T-1 steel

by the manufacturer, this steel has a tensile strength of 105,000#! This is compared to the old 73,000# tensile steel commonly used before. With the same maximum loaded weight, the use of T-1 increased payload over 10%!

### Proper Fabrication of T-1 Essential

Several tank fabricators experimented with T-1 and found new problems that discouraged them from continuing. On the other hand, Trinity Steel Company of Dallas saw the tremendous potential of T-1... their Engineering Department took the new steel and developed new methods and machinery that made T-1 easy to handle. Their success is evident from their current rank as Number One producer of T-1 transports in the world!

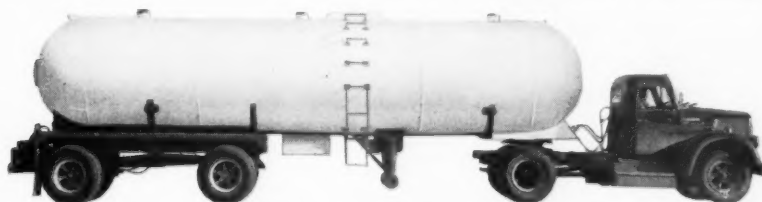
Let's look at Trinity's now famous

T-1 Blimp Transport. The silhouette is streamlined and beautifully painted... this is important to a transporter who wants to build his reputation as a modern, efficient businessman. There is a center mounted rotogage for best average accuracy... or optional calibrated filling outage gauges from 79% to 92% with temperature correction chart for those desiring extreme accuracy. Three internal Safety Relief Valves are spaced across the blimp's top for positive communication with the vapor area... external guards prevent moisture pockets and rust. All blimps are fully baffled against load surge... long radius angle clips permit flexibility in the tank as well as passage of the product around the periphery. The T-1 Transport is precision engineered to assure proper loading in all cases.

### Does T-1 Steel Cost More?

It costs less to use T-1 Transports. While the purchase cost is more, the extra profits per load will make up this difference in a short time. Then, you pocket the extra payload profits for the life of the transport. A new, colorful bulletin on Trinity's T-1 Blimp Transport is now available. For your free copy, write, call or wire, Trinity Steel Company.

(Advertisement - Trinity Steel Company - 4001 Irving Blvd. - Dallas, Texas Phone: FL 7-3961)



Trinity's T-1 Blimp Transport, showing calibrated filling outage gauges and streamlined silhouette.

COME VISIT OUR BOOTH NOS. 38 AND 39 IN CHICAGO MAY 4-7



**EMERGENCY SERVICES**

increase your profit with

# DU MONT<sup>®</sup> 2-WAY RADIO



Extend the use of your delivery and service vehicles via Du Mont 2-way Radio. Reroute vehicles in transit to pick up extra business or calls. And in case of an emergency, minimize down-time by sending help quickly and directly.

Any way you look at it, if you're in the delivery and service business, you'll make more money with Du Mont 2-way Radio.

**Send for complete details . . .**

**MOBILE COMMUNICATIONS DIVISION  
ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.**

**You'll close more  
appliance sales  
when you use  
this handy  
COMPETITIVE  
COST CALCULATOR**



Now . . . with this authoritative, convincing sales tool, you can prove to your prospects *quickly, easily, and simply* that LPG costs less than electricity for cooking and water heating. Money talks with most people, so *dramatize the savings* with a Competitive Cost Calculator.

Compares the average annual cost of operating LPG versus electrical appliances, using your own local rates.

Proves to your customers' satisfaction that it's less expensive to cook and heat water with LPG than with electricity.

It's authoritative! Average annual usage figures for both LPG and electricity are taken from Technical Bulletin 1073 prepared by the U. S. Department of Agriculture. It will last for years. Made from durable plastic-laminated board.

## **LPG OPERATORS—**

The Competitive Cost Calculator builds fuel sales as it builds appliance sales. Hundreds of LPG appliance salesmen are using the Calculator to add authority to their sales presentations. Be sure each of your salesmen has one with him on every call.

**\$1.00 each**

Orders of 50 to 99—80¢ ea.

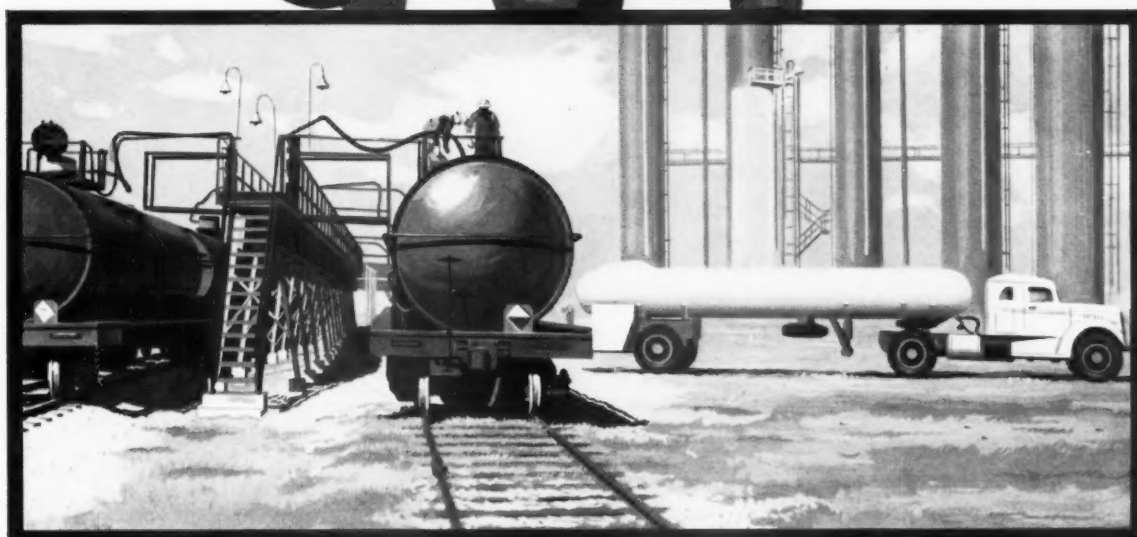
Orders of 100 or more—70¢ ea.

*(In California add 4% Sales Tax.)*

**The supply is limited,  
so order today!**

**Butane-Propane News**

198 S. ALVARADO STREET  
LOS ANGELES 57, CALIF.



**Your Shell Propane is Ready...**  
**and delivered...when you want it**

Every Shell customer is assured that the propane he contracts for is already proved and reserved at 26 strategic production centers.

It is a long-established Shell policy to sell propane only within our capacity to produce.



**SHELL OIL COMPANY**



Aibany • Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Indianapolis • Los Angeles  
Minneapolis • New Orleans • New York • Portland, Oregon • Sacramento • St. Louis • San Francisco • Seattle



## ASSOCIATIONS

### Gas refrigeration, science highlight

### LPGA convention and show May 4-7

#### Programs, meetings, 240 booths slated for Chicago

With "Opportunities Unlimited" as the general theme, a renewed interest in gas refrigeration by the LPG industry will highlight the 27th annual LPGA national convention and trade show May 4 to 7 at the Conrad Hilton Hotel, Chicago.

Gas refrigerator interest will be keyed by Elisha Gray II, president of Whirlpool Corp., whose firm recently purchased the Servel gas refrigerator. Mr. Gray will speak before the LPGA Marketers' section at its meeting on May 7.

Doors to the giant trade show, featuring approximately 240 booths filled with the latest in LPG equipment, appliances, containers, supplies, and services—will open at 1 p.m. Sunday, May 4. (A directory of the 27th annual trade show can be found on pages A8 and A9 of this issue.)

Formal opening of the conven-

tion will occur at luncheon on May 5 with the keynote address by Dr. Norman N. Royall, professor of science at the University of Kansas City. Dr. Royall will tell the attending LPG marketers, suppliers, and manufacturers of the impact of automation, atomic energy, and space travel on business.

Monday's program will include the LPGA business meeting, LPGA national president Talmadge Lovelady's report, and presentation of the Distinguished Service Award and the Seley Medal.

Tuesday will be show day all day with no meetings of any type scheduled. The annual complimentary cocktail party will take place that evening.

Final display session will occur Wednesday morning with a second general meeting planned around the Wednesday luncheon. The 1958-59 LPGA president will be introduced at that time.

Section meetings will occupy the balance of Wednesday afternoon. Mr. Gray's speech is one of

three scheduled for the Marketers' section, with other sections for appliance, container, and equipment manufacturers, gas suppliers, and those interested in international industry activities.

The banquet and 1958 edition of Gas Flame Gaeties, featuring dancer Johnny Bachemin who



Talmadge Lovelady, 1957-58 president of the LPGA, will preside at the 27th annual convention and trade show May 4 to 7 in Chicago.

stopped the show in 1954, concludes the convention on Wednesday evening.

Ancient Gassers will stage its annual reception and dinner Sunday evening, May 4.

A full ladies' program of shopping tours, luncheons, and theater parties has been planned.

Convention chairman for 1958 is John D. Stone, Gas Inc., Lowell, Mass.

Twin daughters of an industry family will be this year's Miss Butane and Miss Propane. They are Judith Ann and Jean Mary Torpy, daughters of William Torpy, Suburban Propane Gas Corp.

#### New England brainstorming brings forth new answers

By William W. Clark  
Eastern Editor

"Brainstorming" on some old and basic management problems brought forth many new solutions during a give-and-take session of the New England LPGA March 12 in Willimantic, Conn.

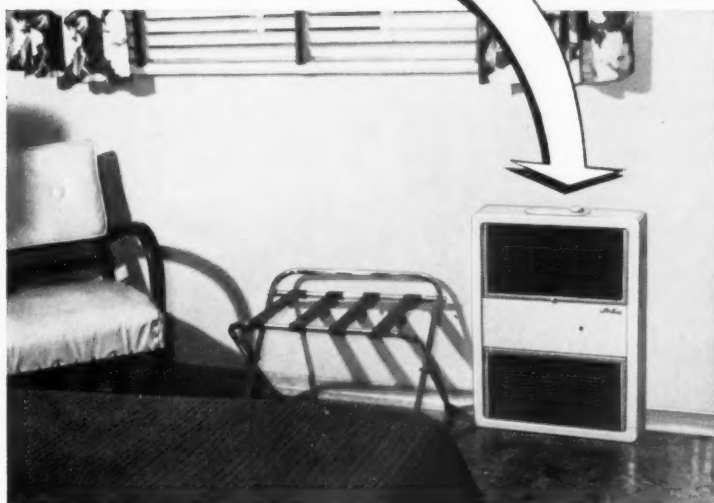
The occasion was an open direc-



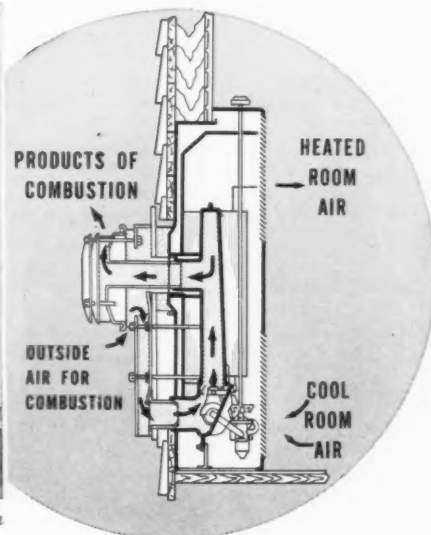
Typical of the more than 125 exhibits which will occupy approximately 240 booths at the LPGA trade show in Chicago's Conrad Hilton Hotel May 4 to 7 is this one. Dealers attending the show, which is part of the annual convention, will be able to see the latest in LPG containers, equipment, appliances, supplies, and services.



**Projects only 5¼ inches**



*Saf-Aire motel installation*



**SAF-AIRE**  
SAFETY-SEALED

## **AUTOMATIC GAS HEATING**

**No chimney . . . no ducts . . . no electricity needed**

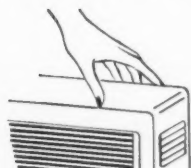
Saf-Aire solves the problem of economically providing heat for added rooms . . . workshops . . . garages . . . bathrooms . . . enclosed porches . . . hard-to-heat rooms . . . stores . . . offices. These safety-sealed gas heaters are space savers—extend only 5¼" into the room. They are hand-somely finished in baked enamel to harmonize with any decorative scheme.

The diagram above shows the "safety-sealed" design of Saf-Aire Gas Heaters. Gas is burned in

a ceramic lined steel chamber, completely sealed from the room air being heated. Sealed vents through the wall supply outside air for combustion and discharge products of combustion directly outdoors—no stuffy, suffocating rooms.

Saf-Aire units are fool-proof . . . safe under all conditions of use . . . approved for bedroom installation. They can be easily installed in any wall at any level.

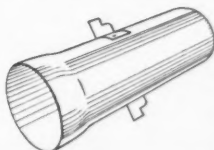
### **EXCLUSIVE FEATURES...TESTED AND PROVED IN OVER 10 YEARS' OPERATION IN THE FIELD**



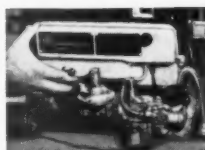
Saf-Aire units extend only 5¼" into room.



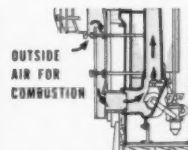
Easy installation. Rectangular opening simplifies installation in any type wall.



Terminal exhaust tube is stainless steel—will not rust or corrode.



Loosening two screws permits removal of entire burner assembly and controls. Easily inspected and serviced.



Air for combustion enters the unit at bottom of burner assembly. Positive air direction minimizes pilot outage.

Symbol of  
**SW**  
Excellence

# **STEWART-WARNER**

**HEATING AND AIR CONDITIONING DIVISION • Dept. AT-58, Lebanon, Indiana**

THESE ARE THE QUALITY PRODUCTS OF THE STEWART-WARNER CORPORATION

ALEMITE Industrial and Automotive Lubrication Equipment, Lubricants and Chemicals, such as CD-2, KLEEN-TREET and COOLING SYSTEM CONDITIONER • STEWART-WARNER Electronics Equipment and Systems, Commercial and Military • BASSICK Casters, Wheels and other Materials Handling Devices, Flo-Tilt Office Chair Controls • STEWART-WARNER Speedometers and other Automotive, Industrial and Marine Instruments • SOUTH WIND Aviation Heat Exchange Products and Instant Automotive Heaters and Minit Heater • STEWART-WARNER SAF-AIRE and WINKLER Heating and Air Conditioning Equipment • STEWART Die Castings • HOBBS Electric Hour Meters • BASSICK-SACK Furniture Hardware.

*All of above trade names are the property of Stewart-Warner Corporation*

tors meeting, attended by some 30 marketers and manufacturers, who gathered together to seek out new ways to obtain "Better Management for Greater Profits." It was the second such meeting to follow the "brainstorming" format.

Uppermost in the open discussions were the related problems of credit, skip accounts, and free service. It was obvious that many dealers have suffered financial losses at the hands of customers who frequently change from one dealer to another, leaving a trail of unpaid bills behind.

Closer cooperation between dealers in trading information on skip accounts and poor pay accounts was urged. Several marketers declared they always levy an installation charge on customers high enough to cover actual costs: this effectively discourages dealer hopping. Others call the last dealer who served the account to find out his pay record. One prominent marketer has imprinted on his bills a statement to the effect that the company is "obligated" to report skips to a credit bureau.

It was generally agreed that a firmer credit policy could be instituted without losing desirable customers. Some of the more feasible ideas for credit tightening, collection improvement, and elimination of skips were:

Give cash discounts, and/or add a carrying charge for accounts not paid within 60 days.

Designate one person as credit manager, with final authority, and allow no pressures to be exerted, even by top management.

Use credit bureaus—and report credit losses to them even if not a member.

Require formal credit applications.

Put on a COD basis all accounts who do not own their own homes.

Limit the amount of credit extended and notify the customer in advance as to what that limit is.

Levy refundable deposits.

Review customers' credit records on a quarterly basis so that the credit policy for each customer can be kept flexible and up to date.

Make personal visits to collect aging accounts.

Set up a system to call attention to an account's status at the time a tank is delivered.

The subjects of service policies and cost control also elicited lively

discussion. On what basis, for example, should a dealer make a charge for service?

Several dealers felt that the service call should be divorced from the delivery call, since customers object to paying for a few minutes' service work when the delivery truck is on the premises anyway. Others felt this solution meant a costly duplication of men and equipment; they give free service, during delivery, up to a maximum of 15 minutes, and any time beyond this limit is charged for. One company makes a standard charge of \$4 for every service call except where a gas leak is at fault. It also has a fixed charge for special deliveries called for by a customer.

On the subject of cutting down on emergency outage calls, one company reported it has found an effective method: One man was designated to take all around-the-clock calls, for which he was given a pay raise. Even if there are no night calls, he still gets his extra money. Result: he has made it his personal responsibility to see that there are no after-hours outages!

The subject of cost cutting in the overall conduct of the business brought several suggestions for a closer analysis of all the cost increments. Marketers were in agreement that a better breakdown of costs was needed, as well as a better industry-wide or area-wide yardstick by which to gauge them. Those who operate other businesses in conjunction with their gas business admitted that the costs of marketing LPG should be divorced from the costs of their other operations.

Several dealers decided that a sound method of establishing cost and pricing relationships would be to set up a profit goal and "work backward" from it.

The session, which produced nearly 100 concrete suggestions, was moderated by Lou Davis, association secretary. It followed a brief business meeting conducted by Association President John Stone of Gas Inc., Lowell, Mass.

Frank Mahaffey, Suburban Gas, Hyannis, Mass., was elected a new director from District 10. Several names were placed in nomination for LPGA's Operation Special Service pins.

Lou Davis also briefed members on several bills pending in the state legislatures which threaten marketers with unwarranted and restrictive regulation.

One was Rhode Island's perennial bill to establish a petroleum control board which would regulate prices. Another was a Massachusetts bill setting up standards for safe handling of radioactive materials on public highways, which contains a restrictive rider on flammable liquids and explosives.

Two other bills that might affect LPG are in the Massachusetts hopper. One is a Senate bill authorizing a study by the Public Works Department of a possible statewide safety code for the use of gas inside buildings. The other sets up safety features for school buses which would automatically cut off the generator, fuel supply, and battery if the vehicle tipped to an angle of 45 degrees. It has been suggested that the bill be broadened to cover trucks carrying flammables.

## **No trade show this year at Missouri convention**

The Missouri L. P. Gas Association will hold its 1958 convention at the President Hotel in Kansas City on June 2 to 3, according to arrangements made by the convention committee, headed by Paul W. Sims, of Albany, Mo.

This will be the 13th annual meeting of the association and, contrary to past custom, it will hold forth without the usual trade show which has been such an important feature in past years. However, this deviation is not to be considered as setting any precedent.

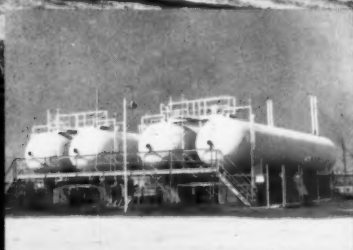
With the trade show out, more time will be available for speakers, discussions and dealer meetings.

One of the first to accept a speaking invitation is L. T. White, vice president of Cities Service Petroleum, Inc., whose subject will cover cost information as related to LPG operations.

## **Texas LPG dealers use brainstorming technique**

Texas dealers themselves brought into focus and analyzed the most vital problems confronting the industry at the 7th annual Midwinter Conference of the Texas Butane Dealers Association, held at the Driskill Hotel in Austin last January.

Dr. Laurence J. Taylor, vice president of Hillsdale College, Hillsdale, Mich., was moderator of the sessions and presented the results of a



**PLAN NEXT SEASON'S STORAGE NOW!**

*for Maximum Safety*

**BUY BEAIRD PRESSURE STORAGE VESSELS**

*Did this winter catch you short on storage? . . . Then now is the time to plan for next season, and those new customers.*

When you do, remember, all pressure storage vessels look a lot alike . . . but there is a big difference that adds up to safe service. This is why Beaird "controlled quality" construction is important to you. Check these features that give Beaird storage safety plus.

- 100% stress relieving
- 100% X-Ray of all shell seams
- Submerge arc machine welded seams inside and out
- High pressure hydrostatic testing
- Built to meet or exceed latest ASME code
- Double inspection . . . 1. By Beaird's skilled inspectors . . . 2. By a full time licensed National Board insurance inspector.

**LONG  
TERM  
FINANCING**

*Why accept less safety and quality? Check with Beaird on "Controlled Quality" pressure storage vessels for your next installation.*

**THE J. B. BEAIRD COMPANY, INC.**

*A Subsidiary of American Machine & Foundry Company*

Shreveport, Louisiana    Clinton, Iowa    Stockton, California

**BEAIRD INTERNATIONAL, INC.**

SHREVEPORT, LOUISIANA

Sales Offices: Calgary, Alberta, Canada — Caracas, Venezuela



# TWO WAYS TO PROFIT

**WITH BEAIRD LP-GAS  
FILLING STATIONS**



**1. COMMERCIAL LOCATION**



**2. TRUCK-STOP LOCATION**

Look at the LP-Gas motor fuel market for the year 'round extra gallonage that levels out your LP-Gas sales curve. Here are two ways to build this profitable business.

1. *The commercial station installed at a large fleet operator's home base.*
2. *The truck-stop station installed along a busy highway.*

Either installation can lead to substantial additional sales of LP-Gas. There is a bonus too . . . the offer of a commercial station to a fleet operator can stimulate a large conversion program. A highway station convenient to smaller truck owners will convince them that conversion is practical. And there are many other ways to profit with Beaird LP-Gas filling stations.

*Send today for the LP-Gas filling station profit story and long term financing plan.*

*Gallonage records of service stations now in use prove that your Beaird LP-Gas service station can pay for itself in a single year's operation.*

## **THE J. B. BEAIRD COMPANY, INC.**

*A Subsidiary of American Machine & Foundry Company  
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*Sales Offices: Calgary, Alberta, Canada — Caracas, Venezuela*



*A 17-ton station installed for use with  
as the main propane gas cylinder at  
Beaird for the petroleum and  
petrochemical industries. When  
used in the storage and transfer  
of liquid propane gas, the station  
must be used in accordance with  
Department of Energy regulations  
for a complete description of operation.*



great store of experience in analyzing industry problems and conditions. Dr. Taylor is one of the originators of the "Phillips 66" method of "brainstorming" industry problems.

The method followed in determining industry needs was to divide attendants into groups of six men, each group to decide upon one single problem, the solution of which would be of general benefit.

Altogether there were 30 such groups and during a later session the more than a score of problems developed at the first meeting were discussed by the whole group and the sum of the thinking was recorded for study by the association directors. The problems will be passed on to the industry members.

The second important feature of the meeting was the discussion by O. A. Prather Jr., on dealer operating costs. For the past year he has been conducting a survey of this important subject. Mr. Prather emphasized his need for additional data from the dealers in order to reach the most accurate conclusions. These results will be helpful to all operators in the field.

## Storm brings havoc but NE convention draws 656

The worst snowstorm in decades, which almost completely knocked out public transportation facilities and snarled traffic to a crawl, nearly wrecked the 4th annual convention and trade show of the Northeastern District LPGA held in Washington, D. C., Feb. 17 to 19.

It was a tribute to the drawing power of the program and show, and the hardy natures of LPG marketers, that the affair still managed to pull an attendance of 656, somewhat more than half the turnout that was expected.

Elsewhere in Washington, activity ground to a halt. Government employees were excused from work, and other special events were cancelled. Those few meetings that did go on as scheduled drew only a handful.

At LPGA convention headquarters, delegates continued to straggle in through the three days of the show. Many persons who came from as short distances away as 200 or 300 miles were a full day or more late.

The program was well planned to give ample time for marketers to view all the show exhibits. "Sessions" were limited to a Monday



Impossible weather conditions which struck the east severely hampered the Northeastern District LPGA trade show as delivery of equipment slowed to a halt. The Selwyn-Pacific material never did arrive, as the sign that firm put up in its booth showed.

and a Wednesday luncheon and a Wednesday night wind-up banquet. All day Tuesday was left open for show browsing. Fortunately, in view of the weather, the manufacturers' wares were exhibited at the convention hotel.

Three speakers were featured—William S. Brenkle, president and general manager of Natural LP Gas Corp., Waukesha, Wis.; Talmage Lovelady, national LPGA president and president of Wyoming Pure Gas Service, Inc., and Joe Chambers, J. M. Chambers & Associates, Washington, who acts as LPGA liaison in the nation's capital.

Mr. Brenkle spoke on the subject, "Does the Golden Rule Apply to the L. P. Gas Industry?" Mr. Lovelady discussed association activities in a talk entitled "Opportunities Through Your Association." Joe Chambers explained the workings of "Your Washington Liaison Office."

A special ladies program included a visit to the Senate and tours of other points of interest, as weather permitted.

## Management schools solve many dealer problems

By Mary Lou Harrington  
Assistant Editor

Business - management schools have become well established as invaluable aids to operators seeking a wide variety of help in the conduct of an L. P. gas business.

The schools, usually handled in the informal routine of round table discussions, bring dealers face-to-

face with experts in various business practices and enable them to ask questions most pertinent to their problems.

Two such schools were profitably conducted recently in California, one at Fresno and the second at Sacramento. The same three subjects were featured in each case, each headed by a specialist in his field. These subjects were business taxes, personnel and customer relations, and credit management.

It may be helpful to those especially interested in these phases of business to detail some of the points stressed in these question-and-answer discussions. It must be remembered, however, that the points given are not intended to be a complete coverage of the subject, but are what the meeting at Fresno brought forth in answer to specific questions that most concerned the dealers attending the meeting.

### Business Taxes

Panel conductor: Wayne Hea, attorney, San Francisco. Tax consultant to all tax consultants in northern California.

In handling the expense accounts of employees for government tax purposes, there are five items which must always be recorded. These are: Employee's name, name of place visited, amount of money spent, purpose of expense, and date.

It is not necessary to have receipts for all items but they should be obtained whenever possible.

Salesmen must keep records of car operation and itemize car expense.

Many small businessmen are  
(Continued on page 56)

An important  
Announcement to OEMs...  
**100% SHUT OFF!**

## BASOTROL

with

**AUTOMATIC  
PILOT**

**MAGNETIC  
VALVE**

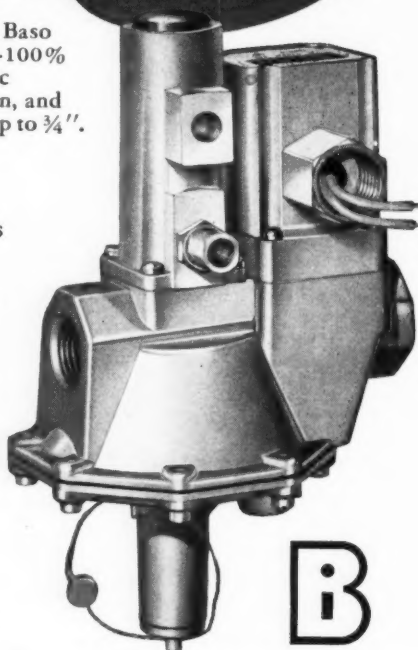
**PRESSURE  
REGULATOR**

New 100% shut off extends even further the usefulness of these compact units. Each retains the Baso automatic pilot (100% or non-100% shut off), the Basotrol magnetic valve for main burner operation, and pressure regulator. Pipe sizes up to 3/4".

The Basotrol magnetic valve section is spring loaded, provides strong closing and sealing forces, is quiet, and has a molded rubber valve disc. The valve is available in two voltage types for 115 volt and 20 volt, 60 cycle, a.c.

The reliable Baso automatic pilot is thermocouple operated and prevents gas reaching the main burner during the resetting cycle. The Baso valve snaps closed if the pilot burner should be extinguished, shutting off gas from the main burner.

Both the Basotrol magnetic operator and the Baso automatic pilot assemblies are replaceable in the field.



| MODEL         | INLET<br>AND<br>OUTLET | OUTLET PRESSURE<br>RANGE |      | PRESSURE<br>DROP<br>CAPACITY<br>@ 1" W.C. | REGULATION<br>CAPACITY |        |
|---------------|------------------------|--------------------------|------|---|------------------------|--------|
|               |                        | MAX.                     | MIN. |   | MAX.                   | MIN.   |
| GAT*          | 1/2" x 3/8"            | 4"                       | 2"   | 118,500                                   | 116,000                | 11,600 |
| GAW           | 1/2" x 3/8"            | 4"                       | 2"   | 118,500                                   | 116,000                | 11,600 |
| GDT           | 1/2" x 1/2"            | 4"                       | 2"   | 146,000                                   | 145,000                | 14,500 |
| GDT200*       | 1/2" x 1/2"            | 4"                       | 2"   | 146,000                                   | 145,000                | 14,500 |
| GDX4          | 1/2" x 1/2"            | 4"                       | 2"   | 177,000                                   | 170,000                | 17,000 |
| GDX4 ( ) 200* | 1/2" x 1/2"            | 4"                       | 2"   | 177,000                                   | 170,000                | 17,000 |
| GDX5          | 3/4" x 3/4"            | 4"                       | 2"   | 203,000                                   | 192,000                | 19,200 |
| GDX5 ( ) 200* | 3/4" x 3/4"            | 4"                       | 2"   | 203,000                                   | 192,000                | 19,200 |

\*100% shut off power units.

For more information about Basotrol, WRITE

# BASO INC.

Dept. SB-2 • MILWAUKEE 1, WISCONSIN

(Formerly Milwaukee Gas Specialty Company)

### Sales Training—9

(Continued from page 32)

And if a burned-out element is not replaced, the heater cannot keep up with its work.

The electric manufacturers leave themselves a nice loophole in connection with replacement requirements of heating elements. For example, the Hotpoint sales leaflet on its new Superspeed model says "The Hotpoint Superspeed Automatic is backed by a 10-year Owner's Protection Policy which promises you continuous and economical hot water service. This Policy provides for a full one-year guarantee of the complete heater, an additional four-year guarantee of the tank and fittings PLUS additional five-year tank protection plan."

Naturally, they omit calling attention to the units on which the short guarantee applies—the heating elements. Contrast this with the standard warranty on your better gas water heaters.

Because of its faster heating speed, the gas water heater can handle overload conditions with less loss of time waiting for more water to heat.

The thermostat on the gas water heater is selective up to 180° (or whatever the upper limit is on your heater). It is instantly responsive with the full heat of the burner if it becomes necessary to have hotter water. Under such a necessity, it can turn hot water out faster than any other type of heater.

And if your water heater has a non-ferrous or glass lined tank, don't forget to capitalize on that point. For various reasons electric water heaters are still being made with galvanized steel tanks. The manufacturers may consider this necessary to hold the price competitive with gas water heaters. Since the gas heater can be smaller to do the same work, the manufacturers can afford to use these superior tank materials and still stay within competitive price range.

The discussion of water heaters will be continued in the next installment, taking up such important matters as laundry ratings, relation of water temperature to sanitation, and operating costs. ■

(Please return to page 33)

# POWELL

world's largest family of valves

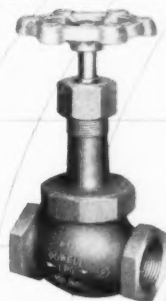


Fig. 8150—Bronze L. P. G. Globe Valve. Union bonnet, integral seat. Also available in Angle Valve pattern, and with nickel-bronze seat ring.



Fig. 86191—Steel L. P. G. Angle Valve. Union bonnet. Disc is special wear-resistant composition. Renewable screwed-in nickel-bronze seat ring.



Fig. 8375—Bronze L. P. G. Gate Valve. Union bonnet, inside screw rising stem. Either solid or split nickel-bronze wedge discs can be furnished. Integral seats.

Fig. 86196—Steel L. P. G. Horizontal Lift Check Valve. Screwed cap. Stainless steel spring, guided disc holder, and renewable, screwed-in nickel-bronze seat ring.



Fig. 8158—Bronze L. P. G. Horizontal Lift Check Valve. Screwed cap. Spindle guides on top and bottom of disc holder accurately guide disc to integral seat.

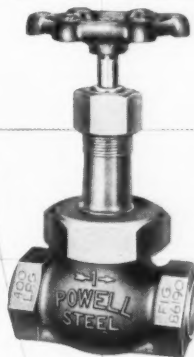
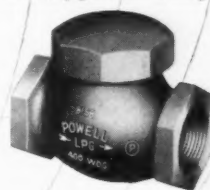


Fig. 86190—Steel L. P. G. Globe Valve. Union bonnet. Special composition disc; and renewable, screwed-in nickel-bronze seat ring.



Powell L. P. G. Valves are rated 400 pounds W.O.G., and are listed by Underwriters' Laboratories, Inc.

**A solution for every kind of flow control problem** is as near as your local Powell distributor. Powell valves are designed and engineered in the largest variety of metals and alloys, to handle any medium, every flow control requirement. There are Powell distributors in all principal cities. Or, if yours is a special engineering problem, write to:

**THE WM. POWELL COMPANY • Dependable Valves Since 1846 • Cincinnati 22, Ohio**

(Continued from page 53)

afraid to pay a good certified public accountant or a tax accountant \$25 per hour to check the books and advise on tax problems, but sometimes such an outlay may save the owner of a business \$5000 or \$6000.

Depreciation, according to existing law, should be interpreted to mean that a piece of equipment may be amortized over what the owner considers a useful life to him of the item.

An individual with a net income of \$20,000 per year, seeing that his business is going to grow \$2000 or \$3000 each year, will be wise to incorporate. When net income reaches \$25,000 per year, he definitely should incorporate. If two men are partners, they definitely should incorporate when they are netting \$40,000.

#### Personnel and Customer Relations

*Panel conductor: John M. Smith, assistant manager, Public Relations, Standard Oil Co. of California, San Francisco.*

Customer and public relations mean just what they say—relations with the public.

In personnel relations, one overall plan is to keep the interest of the employee in the organization and to develop the intelligent and key men.

Most men are more interested in current benefits and regular salary increases.

Stock sales to employees, fringe benefits, and profit sharing offer good inducements to men of the right caliber.

In advertising to the public, a dealer should determine the amount of extra traffic he thinks he can generate by the plan under consideration, and the amount he should spend to keep his name before the public.

Placing your advertising in the hands of a good agency is usually beneficial.

Take a look at the market before buying any advertising.

One can't include institutional advertising with sales advertising in the same effort. Institutional advertising can be looked upon as business insurance.

Good community relations are always well worth while.

Establish policies beforehand that will help to prevent harmful situations before they arise.

Don't sacrifice good public relations in order to put more money in the cash register from sales advertising.

Keep informed regarding the activities of your trade association.

Keep alert to what your legislature is doing that may affect you and your business. If you don't look after your own interests, nobody else will do so.

Look into the activities of the Oil Information Activity Committee.

#### Collections—Credit Management

*Panel conductor: William E. Locke, San Francisco business consultant.*

Take a stand and establish control of credit office procedure. Make everyone on the staff as credit and collection conscious as possible.

Set a maximum of 12 per cent on overdue accounts. Better not charge more than 7 per cent.

A special plan for farmer accounts may be essential because their profits may not come in monthly, but remember that being a farmer doesn't always mean a man is a good risk.

Before setting up an account,

## Build profits with **PHILCO-BENDIX** **GAS LAUNDRY**

Philco-Bendix Gas Dryer sales are up 264%! More Philco-Bendix Gas Duomatic washer-dryers have been sold than competition combined! Now, discover how you can profit from this huge sales success. Learn how Philco quality lets you sell the most trouble-free gas laundry on the market. Find out how Philco's crack sales and service team can help you organize the most forceful merchandising programs in gas laundry. All you have to do is send the coupon. Don't wait!

### Mail the coupon today!

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation



Norm Millard  
Manager Utilities, Philco Corporation  
Tioga and C Streets, Philadelphia 34, Pa.

O.K. Tell me about the terrific merchandising and sales opportunities with Philco-Bendix gas laundry. I understand there is no obligation.

Name \_\_\_\_\_

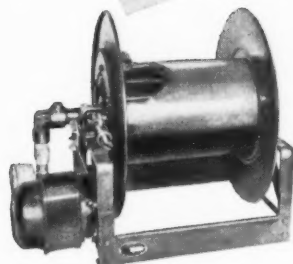
Company \_\_\_\_\_

Address \_\_\_\_\_

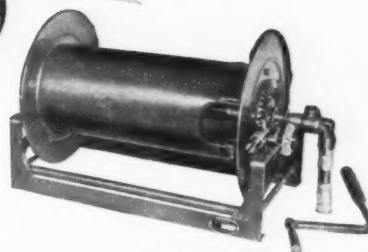


# For Faster, More Efficient LPG Deliveries

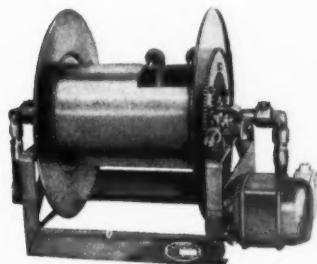
## LOOK FOR THIS



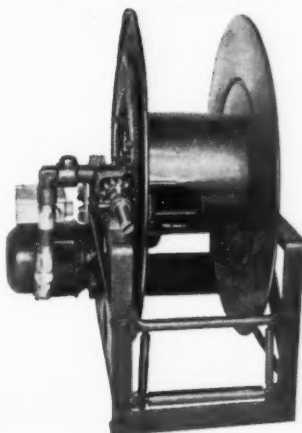
LPG HOSE REEL  
Explosion-Proof Electric Motor Rewind



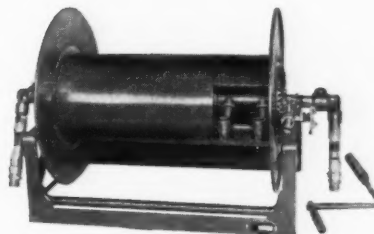
LPG HOSE REEL  
Geared Crank Rewind



LPG DUAL HOSE REEL  
Explosion-Proof Electric Motor Rewind



For Narrow Compartments  
LPG HOSE REEL  
Explosion-Proof  
Electric Motor Rewind



LPG DUAL HOSE REEL  
Geared Crank Rewind

### THERE'S A HANNAY® LP-GAS HOSE REEL TO MEET YOUR INDIVIDUAL NEEDS

The reels shown above are only a few of the hundreds of types and sizes available to meet your requirements. Standard HANNAY Hose Reels are made in an unusually wide range of sizes, styles and specifications — and in many cases to meet your particular specifications. All HANNAY LP-Gas Hose Reels are shipped completely assembled, ready to install and are equipped with auxiliary geared hand-crank rewind, controls, hose adaptors and cranks.

Remember! Each and every HANNAY Hose Reel is designed to give safe, efficient, profitable service; for producing the best and most dependable hose reels it is possible to make has been HANNAY's only business for more than twenty years.

Write for our catalog on LP-Gas Hose Reels. It contains specifications, dimension drawings and hose capacities for our complete standard line.



CLIFFORD B. HANNAY & SON, INC.  
Westerlo, New York

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make a careful analysis of the resources and reputation of the party making application for credit. If a "bread and butter" account, go as far as your capital will allow.

Charging interest on overdue accounts is not wise. Practice shows that collecting interest or adding charges does not help to collect accounts.

Cash discounts are not deemed good practice. It amounts to price cutting. Basically, people are honest and don't mind paying full retail price. Customers are most interested in getting gas and good service.

It is a good idea to exchange credit information with other dealers in your area.

Accounts receivable should not exceed one and a half times gross monthly sales.

Each customer is worth a certain amount of credit, which the dealer must determine. What is each specific customer worth to you?

Too few dealers request credit statements from those having term accounts.

Any account put on the books that is properly investigated at the start, will pay. It is recommended that a first sale be on a cash basis

until credit has been established.

When a customer is consistently slow in paying, it is sometimes helpful to put him on a budget basis.

When a large, unpaid balance develops, ask for a note to back up the debt. Put payments on installment plan, if desired, but with payments on a monthly basis, if possible. Make installments small enough to allow customer to pay cash for current fuel deliveries while paying off back obligation.

If you have set up a year-round budget account at so much per month, it may develop you will owe your customer money in summer, but he will owe you when winter deliveries are in full swing. No note is necessary on this type of account.

Mr. Smith was assisted by Richard R. Whitaker, of the Fresno office of Standard Oil Co.

Roland Usher, Algas Fuel Service, was moderator for the session.

J. P. Wilson, president of the Western Liquid Gas Association, which promoted the business-management schools, was gratified at the large attendance and complimented association executive secretary Douglas C. Westerhout on his part in arranging the details of the seminar.

## Walters becomes LPGA's west coast representative

Albert L. Walters, who has been in industrial and trade association management work for 25 years, will be LPGA's West Coast representative, serving members in six western states. In that capacity he replaces the late M. A. Ennis, who died last year. He will also coordinate activities of Western Liquid Gas Association, the California association affiliated with the national L.P. gas group.

Mr. Walters was appointed by a



A. L. Walters

# it takes.... *Enterprise*



## to develop and produce Perfectrol!

Perfectrol top burners using Rôbertshaw Fulton Thermal Eye sensing units in the new Enterprise gas ranges are carefully engineered for customer satisfaction. This means easier, quicker sales for YOU. Months of laboratory tests and developments have resulted in automatic top-element temperature control that is trouble-free and accurate.

This is Enterprise quality . . . quality that makes sales plus profit. Get your full share of this kind of business!

G-18364-5-CP

Perfectrol, "the burner with a brain," is also available on 18364-5-CP (same as illustrated without top griddle) and 16304-5-CP (24" oven).

Ask your Phillips & Butterff salesman about our dealers advertising allowance!

## PHILLIPS & BUTTORFF CORPORATION

Nashville, Tennessee . . . in our 100th year

Companies you know  
have found it pays  
to know **LMC!**



You too can profit by LMC's many years of experience in engineered liquid transportation. Write, wire, or phone today for completely illustrated literature.

**LUBBOCK MACHINE & SUPPLY CO.**

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*Buy on the*

**LMC**  
LOW MILEAGE COSTS

*Budget or Lease-  
Purchase Plan!*

committee of the two groups headed by Mrs. Gussie Spears, Bakern Liquid Gas Co., Bakersfield, Calif. Others on the committee included Paul Shannon, Standard Oil Co. of California, San Francisco, LPGA's district director, and James Wilson, Butane Gas Service, Altaville, Calif., WLGA president.

For the past five years Mr. Walters has been managing director of the Tax Executives Institute, New York. He has also been associated with Glass Container Institute, Hunt Foods, Inc., and Braun and Co.

Apart from his association duties in California, Walters will serve the national LPGA membership in Arizona, Nevada, Oregon, Washington and Idaho.

Walters' office is located in the Western Merchandise Mart, San Francisco.

## Kentucky tells Washington what it thinks about REA

By WILLIAM W. CLARK  
Eastern Editor

Late in February, a delegation from the Kentucky Liquefied Petroleum Gas Association plugged a

hearing aid into the deaf ear that the nation's lawmakers have been turning toward the L. P. gas industry. Then they proceeded to give the men in Washington an earful on how the electric cooperatives are being given taxpayers' money to wage an unfair competitive fight against LPG dealers.

The thesis of the delegation, in the words of Morris J. Crafton, President of M. J. Crafton Petroleum Co., Owensboro, Ky., and a member of the KLPGA board of directors, was this:

"We have no fight with the REA. All we want is a set of ground rules by which we can compete with the co-operatives on an equal basis."

Twenty-one members of the association, some at considerable economic sacrifice, trooped off to Washington to tell their story to their own senators and representatives. They set up a special luncheon on Tuesday, Feb. 18, to honor the lawmakers and present their pleas.

The turnout read like a Who's Who of Capitol Hill. Both Kentucky senators, John Sherman Cooper and Thurston Morton, attended. So did Congressmen Brent Spence and Eugene Siler. Also accepting the invitation were the following:

Robert McMillen, assistant to Secretary of Agriculture Benson.

Wesley D'Ewart, former congressman from Colorado, now assistant director of Agricultural Credit Services.

Representative Kenneth Scott, who authored the Eisenhower-sponsored bill to enable co-operatives to borrow from private sources instead of the government. Dr. Clarence Ferguson, director of the Federal Extension Service, which has surveillance over the county agent program.

Miss Eunice Heywood, assistant director of home economics of the Federal Extension Service.

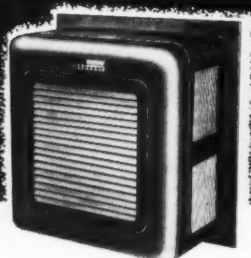
M. H. Holliday, Jr., assistant administrator of the Farmers Home Administration.

Talmadge Lovelady, President of the national LPGA.

Mayor Albert Mayberry of Newport, Ky.

The purpose of the luncheon was to acquaint the guests with the nature and scope of the L. P. gas business in Kentucky as well as nationally. Kentucky association president C. Wayne Doran of Owensboro presided and spoke briefly, giving a summation of the L. P. gas story in the state. The

# NEW



## ... a 20,000 BTU model

14"  
WIDE

the famous  
**VENTED HEATER THAT NEEDS NO FLUE OR CHIMNEY**

It's the  
**SUBURBAN NOVENT and DYNAVENT gas heater**  
you've been asking for.

**ONLY 14" WIDE**—Easily installed in walls between the studs, without framing.

**QUIET**—So quiet in operation that it's ideal for motels, cabins, extra rooms and offices.

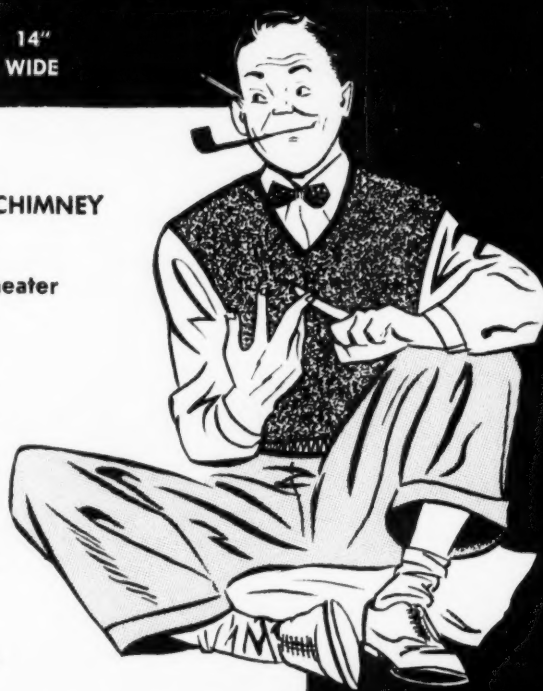
**AUTOMATIC**—Thermostatically controlled—just set the dial at the temperature you wish.

**ECONOMICAL**—Exclusive floor to ceiling circulation saves up to 30% in fuel costs.

**SAFE**—Burns no room air. All products of combustion are exhausted outdoors.

Also available in 35,000 and 45,000 BTU models.

**SUBURBAN APPLIANCE CO.**  
WHIPPANY, N. J. TUCkER 7-0500







## Sheffield gas cylinder paint

Here's an EXTRA that will add excitement to your business! Sheffield has developed this special gas cylinder paint formulation of a METALLIC paint in pastel blue and green in addition to its well known aluminum... and it's great! Takes plenty abuse... and comes up bright and smiling! Available in gallon, 5 gallon and 55 gallon containers.

- FAST DRYING
- HARD SURFACE
- SATIN FINISH
- MADE WITH A SPECIAL SYNTHETIC VEHICLE THAT IS INSOLUBLE IN TURPENTINE OR ORDINARY PETROLEUM THINNERS
- MAY BE STENCILLED WITHIN 15 MINUTES
- WON'T RUB OFF
- MAY BE BRUSHED OR SPRAYED

### Sheffield ALUMINUM TANK PAINT

Extensive weather-o-meter tests prove this NEW aluminum paint will resist more than one and one-half years EXPOSURE TO WEATHER EXTREMES! Formulated to do TWO specific jobs... to PROTECT surfaces against rust, wear and corrosion and to add a long lasting attractive finish. Covers all primed surfaces in ONE COAT... economical because it is long lasting! Ideal for Bulk Gas Storage Tanks.

**SHEFFIELD BRONZE PAINT CORPORATION**

Cleveland 19, Ohio



A virtual Who's Who in Washington attended the luncheon given by the Kentucky LPGA last February in Washington, D. C. Purpose was to let Washington officials hear the L. P. gas dealer's arguments against unfair subsidies to the REA. Kentucky's U. S. Senators Cooper and Morton were honored guests. The full story is on these pages.

guests were visibly impressed when he reeled off such figures as these: 284,882 customers; 471 dealers, with 1784 employees; 293 tank trucks, 617 cylinder trucks, 410 service trucks; 24,400,000 gal. of storage, and \$26,277,225 investment.

Mr. Doran also gave some national figures on customers, gallonage, dealers, equipment, appliances, and capital investment.

He then read a copy of the Kentucky group's resolution supporting

the President's request for an increase in interest rates to co-operatives to a point which would cover both the cost of the money to the government and the costs of administration.

The resolution also asked for "consideration of the plight of the L. P. gas dealers in the state of Kentucky in attempting to meet the competition of the REA—not only in the cost of power or heat energy, but in the sale of appliances and

services which are being financed by the various REA co-operatives with its cheap money and coming in direct competition with the only financial institutions available to L. P. gas dealers on long-term installment paper."

It concluded with a suggestion that "a thorough investigation be made into the spending of taxpayers' monies by the REA co-operatives." This last suggestion was inspired by what the Kentucky group called "extravagant spending in offices, showrooms, etc., and the extension of lines to industries and citizens rather than to the farmer beyond that last mountain."

Mr. Doran underscored the importance of the LPG industry by showing how it had prepared itself to supply a vitally needed fuel for as much as 30 days in case of a civil defense emergency.

Following Mr. Doran's talk, various members of the Kentucky delegation spoke briefly and presented the legislators with sterling silver engraved cups as mementoes of the occasion. Mr. Doran presented a cup to Senator Cooper. Morris Crafton gave a cup to Senator Morton. Randolph Lang, a charter member and member of the legis-

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## Centrally Located in Quincy!

When it comes to delivery... SPEED is important. That's why we built our newest plant in Quincy, Illinois... where we could give speedy delivery on the finest propane tanks... by train, truck or water. Speedy delivery means prompt service to your customers... faster profits for you.

Don't carry an expensive inventory. Overnight shipments can be made to most of our customers.

**THE WORLD'S MOST MODERN  
PROPANE TANK MANUFACTURING PLANT**

*Southern shipments from our Dallas, Texas, plant.*



We can produce 5,040 of the world's finest tanks a month. Thoroughly dehydrated. Finished with rust-proof primer and the finest quality paint.



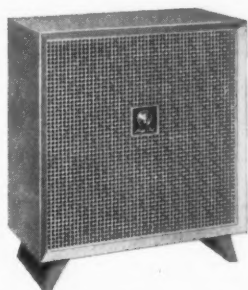
2000 South Front Street \* Box 39 \* Quincy, Illinois

Send for our 24-page catalog "The Master Story of the Quincy Plant." Shows complete operation from flat sheet to finished tank.



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IN SPACE HEATERS...**

*MagiCarpet Heat*



Magic Chef "Hi-Fire" Series . . .  
radiant and circulating heat  
combined in a cool-cabinet  
heater styled like a Hi-Fi set.

For more than half a century, the Magic Chef name has symbolized the *best* in space heater design and engineering.

Now, Magic Chef brings you another selling plus . . . exclusive MagiCarpet Heat . . . a major advance in gas heating that forces a carpet of warm air to every corner of the room at floor level, giving wall-to-wall warmth from floor to ceiling.

MagiCarpet Heat . . . plus modern, TV styling, with concealed controls and smooth, one-piece back panel . . . means sure-fire heater sales magic.

Get the full story from your Magic Chef salesman or distributor.

**Magic Chef®**

FRANKLIN, TENN.



**GAS RANGES • GAS SPACE HEATERS**

lative committee, gave a cup to Rep. Spence. James A. Lewis, Kentucky vice president from Cumberland, tendered a cup to Rep. Siler.

The affair was held concurrently with the LPGA's Northeastern District Convention and Trade Show. Following luncheon, the Kentucky dealers conducted the guests on a tour of the show in the Sheraton Park Hotel. Later, three other congressmen, who had been unable to attend the luncheon, paid the show a visit.

The event was largely the brain

child of Morris Crafton, who presented it before a board meeting last fall. It was his idea that members should take advantage of the fact that the LPGA was having a show in Washington while Congress was in session. Here it appeared, was a perfect opportunity for legislators to see for themselves how big and important the LPG industry is.

During the course of the convention, Miss Frances Holliday, secretary of the association, Crafton, Doran, and several others paid visits to the Hill to present the industry's case to other legislators.

## Two-way radio

(Continued from page 27)

An even newer development, announced by two manufacturers this month, is transistorized power supplies in high powered units.

A second recent development in mobile communication has been aimed at reducing the static and chatter which once were a nuisance to drivers. So-called squelch control cuts off the static, but with more and more users occupying the same channel, all types of messages can be heard on a receiver.

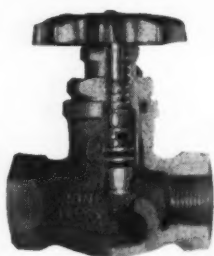
Equipment now on the market does away with this, keeping the speaker quiet except for calls from the driver's own headquarters. When a radio system has such equipment—and it can be added to existing systems not so equipped—each unit's transmitter sends out an inaudible coded tone. The other units in the same system are "locked" to all signals except those bearing this tone. When a signal bearing this tone is received, the speaker is opened and the message can be heard.

Other accessories available with mobile units include lights and horns which call the driver should he be away from his cab when a message is coming in and even pocket-sized receivers which can be carried on the job.

(Please return to page 28)

### NEW SHUT OFF VALVE

New, higher flow with full  $\frac{3}{4}$ " seat. New bonnet design gives maximum stem thread protection.



### NEW EXCESS FLOW VALVE

This high flow, low pressure drop valve is available to fit half couplings, full couplings or special transport T-I steel fittings.



## NEW IMPROVED PRODUCTS



### NEW MOTOR FUEL TANK FITTINGS

New filler valves #2628 ( $\frac{3}{4}$ " ) and #2604 ( $1\frac{1}{4}$ " ) have high filling rates. The recessed relief valve #2119 is available with two settings, 250-lb. and 312-lb. Contour valve #815 is space saving.



### NEW ANGLE VALVE

The new 830A shut off valve saves space by replacing three fittings. It incorporates an excess flow valve in the bottom and has a boss to be tapped for a vent or hydrostatic relief valve.

**RONEY**

INC.,

105 COLE STREET, DALLAS, TEXAS

LOOK TO RONEY FOR LPG AND NMS EQUIPMENT

## St. Bernard carries propane to heat bulbs

A hefty St. Bernard gave a new twist to its traditional Alpine rescue role.

Teddy, a St. Bernard owned by a Barrie, Ont., Canada, resident, hauled a propane gas cylinder one mile through deep snow to save \$25,000 worth of gladiola.

Teddy delivered the propane to John Weistra who needed the gas for fuel to heat his bulb houses to prevent the bulbs from freezing.

Teddy's master, Sydney Sheldrake, an employee of Superior Propane Ltd., Barrie, harnessed Teddy to the metal cylinder and followed along behind him over the snow-clogged lane to Weistra's home at nearby Thornton.



*you get*

- ✓ COMPETITIVE PRICES
- ✓ QUICK TURNOVER
- ✓ CUSTOMER FRIENDSHIP

with

**D.W. WHITEHEAD**

automatic

Gas

water  
heaters

Especially  
Designed  
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**LP GAS**



*liberal 10-year guarantee*

*Nationally Advertised*

Visit our Booth #44 at the  
National Convention in Chicago

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**1214 Walnut Ave. Trenton 9, N.J.**



## CALENDAR

### Coming events in the Industry

1958

April 27-May 2—National Tank Truck Carriers Inc. 10th Annual Convention—Boca Raton Hotel, Boca Raton, Fla.

April 28-29—Virginia LP-Bottled Gas Association, Virginia Deputy State

Fire Marshals' School—Virginia Beach, Va.

May 4-7—LPGA National Convention and Trade Show—Conrad Hilton Hotel, Chicago, Ill.

May 8-10—Western Material Handling Show, and National Fork Lift Truck Rodeo—Great Western Exhibit Center, Los Angeles, Calif.

May 9-10—Nevada Liquefied Petroleum Gas Dealers Association Spring Meeting—Tonopah, Nevada.

May 19-20—Utah LPGA Convention—Newhouse Hotel, Salt Lake City, Utah

May 19-23—The 62nd Annual Meeting of the National Fire Protection Association—Palmer House, Chicago, Ill.

June 1-2—The Butane-Propane Institute of Louisiana Annual Convention—Bellemont Motor Hotel, Baton Rouge, La.

June 2-3—Missouri LPGA 13th Annual Convention—President Hotel, Kansas City, Mo.

June 2-3—Montana-Wyoming LPGA's Joint Convention—Northern Hotel, Billings, Mont.

June 2-5—Fifth Midwest L. P. Gas Engine School—Iowa State College, Ames, Iowa.

June 8-10—Arkansas LPGA Annual Convention—La Fayette Hotel, Little Rock, Ark.

June 23-27—LP-Management Short Course—Georgia Institute of Technology, Atlanta, Ga.

June 25-27—Texas Butane Dealers' Association Annual Convention and Trade Show—Baker Hotel, Dallas, Texas.

June 26-27—Minnesota LPGA Annual Convention—Grandview Lodge, Brainerd, Minn.

July 13-15—Tennessee L. P. Gas Dealers Annual Convention—Hotel Claridge, Memphis, Tenn.

August 10-15—Florida LPGA L. P. Gas Conference—University of Florida, Gainesville, Fla.

August 14-15—New Mexico LPGA Convention—Hilton Hotel, Albuquerque.

August 20—New York State LPGA Summer Outing—Lake Shore Yacht and Country Club, Clay, N. Y.

September 9—Pennsylvania LPGA Annual Convention—Penn Harris Hotel, Harrisburg, Pa.

September 22-23—Virginia LP-Bottled Gas Association Convention—Hotel John Marshall, Richmond, Va.

October 13-15—American Gas Association 40th Annual Convention—Atlantic City, N. J.

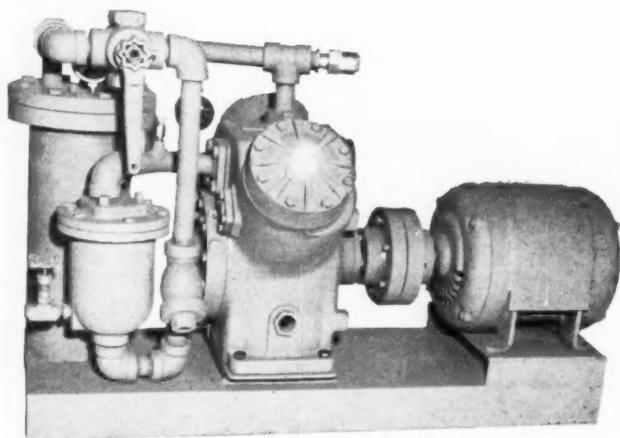
October 21-22—Mountain States District LPGA Convention and Trade Show—Antlers Hotel, Colorado Springs, Colo.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

## ▼ The New CONTINENTAL

### LPG-NH3

### Liquid Transfer Compressor Unit



The unit features the new light weight, all aluminum, heavy-duty vapor Compressor. Compressor features full replaceable parts including cylinder liners, valves, pistons and all connecting rods and main bearings, and full pressure lubrication. Compressor is direct motor driven which eliminates less efficient v-belt drives and delivers 24 CFM. This new unit is ideal for both LPG and NH3 transfer and pumping systems for either sta-

tionary, portable or truck mounted units. It is complete with 4-way valve, gauges, safety valves, rigid pipe and liquid trap for compressor protection. Pumping transfer times have been reduced by one half over conventional units giving obvious savings in manpower, electricity, truck and rail car demurrage. Bulletin describing the Continental Bulk Pumping Unit, Model BPE-25 on request.

### Continental Products & Sales

1513 W. 134th Street

Gardena, Calif.

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DA 9-6054



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NOW comes Safe, Hi-Fi  
WALL HEATING styled  
for MODERN LIVING



## GREAT NEW EXPERIENCE IN HEATING EFFICIENCY

A brand new concept in Wall Heater engineering; for City or LP-Gases. Styled "thin" for space-saving; installs on any outside wall with "do-it-yourself" simplicity. Is thrifewise on fuel.

Sealed Combustion Chamber is 100% gastight; flue products cannot enter Room air-stream. Fresh combustion air is drawn in and burned gases expelled via 2-way Magic Duct thru wall to outdoors. Duct adjusts to wall thickness, is screen-encased to prevent pest invasion and provides complete all-weather draft protection.

Fully Automatic (safety pilot and temperature control), either integral or wall thermostat, self-energized. Optional Blower (115-volt AC), for floor-line delivery, is thermomatic. All controls at fingertips via handy Front Service Door.

Cabinets beautifully finished in 2-tone baked Coppertone, fashion's newest color choice. Offered in 25,000 and 35,000 Btu sizes.



THE OHIO FOUNDRY & MANUFACTURING CO  
"Quality Heating Equipment Since 1846"  
STUEBENVILLE, OHIO

SEND  
TODAY

SEE IT ON DISPLAY AT  
LPGA TRADE SHOW  
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BOOTHS 187-188

The Ohio Fdy. & Mfg. Co.  
Steubenville, Ohio  
Sales Mgr. Send, at once, Data, Prices, etc. on—  
☐ New VENT-o-MAGIC Wall Heaters  
☐ '58 Complete BRILLIANT FIRE Line

Firm .....

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TJ- 2

# BPN NEWS

## As temperature drops Suburban's earnings rise

Suburban Propane Gas Corp. recently announced earnings, after Federal income taxes, for 1957, of \$2,360,223 or \$1.59 per share as compared with \$2,444,242 or \$1.66 per share for the previous year.

After starting the year 1957 with favorable first quarter earnings, the company's increased freight

rates, wages and benefits, and product costs reduced earnings for the second and third quarters. The last three months, however, produced a turn-about and enabled Suburban Propane to come within \$14,000 of its 1956 earnings before taxes.

In commenting on these results, Mark Anton, president, stated that sales for December and January were the highest in the company's history, brought about not only through increased number of customers but increased consumption per customer. The unusually severe winter weather which extended from southern Maine into Florida produced an unprecedented demand for gas for heating purposes. Mr.

Anton stated that its underground storage of over 8 million gal. at Harford, N. Y., provided the necessary reserve to take care of these demands from Suburban's customers and also enabled the company to provide emergency sales to some city gas utilities which use propane as a standby supply for their gas heating loads.

## Magic Chef merges eastern and Atlantic divisions

Magic Chef has recently merged the Atlantic division with the eastern division. F. A. Deininger, formerly manager of the Atlantic division, has been appointed regional manager for the newly consolidated division. To be known as the eastern division, headquarters are located in New York and Philadelphia and it includes territory in the following states: New York, Pennsylvania, New Jersey, Maryland, Delaware, Virginia, West Virginia, District of Columbia and Vermont.

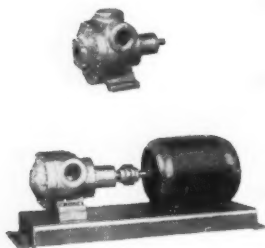
Mr. Deininger joined the Magic Chef organization July 15, 1955, as manager of the Atlantic division. In his expanded capacity, he will supervise the activities of two division managers, W. J. Hemphill and R. G. Moon Jr., and three district representatives, T. M. Boyd, S. B. Holden and Samuel Raker.



*Don't expect  
a **BOY** to do  
a **MAN'S** work!*

The highly volatile nature of LP-Gas presents problems in pumping which makes modified versions of fuel oil and gasoline pumps uneconomical and less safe in operation. Smith Precision Pumps are designed and constructed specifically for handling liquid butane and propane, and their sales are restricted solely to this industry.

### SMITH PRECISION PUMPS ARE BEST



- Because their superior design assures fastest pumping; cuts labor costs.
- Because their gears adjust to wear for longer 'new pump' efficiency.
- Because they are made of finest materials that assure a long service life without requiring lubrication or attention of any kind.
- Because their rugged construction, and exclusive trouble-free mechanical seal, make them the *safest* pump you can buy.

Smith has pioneered most of the improvements in LPG pumps for nearly 20 years.

SMITH pumps mean . . . quality . . . safe . . . superior . . . smooth



**SMITH PRECISION PRODUCTS CO.**

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SOUTHEASTERN DISTRIBUTOR: POND-JOHNSTON, INC., 403 Beauregard St., Mobile 16, Alabama  
Warehouses in Baton Rouge, Jacksonville, Miami, Mobile.

## Council to sponsor news; Local tie-in possible

The National LP-Gas Council's sales promotion efforts take to the air this year for the first time in its history.

The Council will sponsor a 26-week schedule of week-end five-minute newscasts over 400 radio stations of the coast-to-coast Mutual Network announces D. G. O'Meara, sales manager of Pyrofax Gas Corp., and chairman of the Council's 12-man advertising committee.

A special feature of the network radio shows is the sales promotion opportunity afforded Council member marketers to tie-in by buying spot commercial time on local Mutual stations either preceding or following Council newscasts. In effect, they can appear to sponsor the Council radio shows while giving specific information about their business. Full details on this opportunity, which is limited to Coun-











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## COMPLETE FACILITIES TO SERVE YOU!

It takes a lot to give you the best LP Gas available. It takes thousands of natural gas wells, hundreds of miles of overland pipe lines, a great number of the most modern gasoline plants and refineries, vast underground storage facilities and the most up-to-the-minute methods to provide LPG distributors with a plentiful supply of LP Gas. Cities Service has the facilities and the knowhow to give you the service and quality LP Gas that meets and generally exceeds the specifications of the NGAA.



### CITIES SERVICE LP GAS SYSTEM MAP LEGEND

-  Gasolene Plants
-  Refineries
-  Pipeline Terminals
-  Underground Storage
-  Tank Cars  
(Wholly owned fleet)
-  Pipelines
-  Barges
-  Tanker Truck Service



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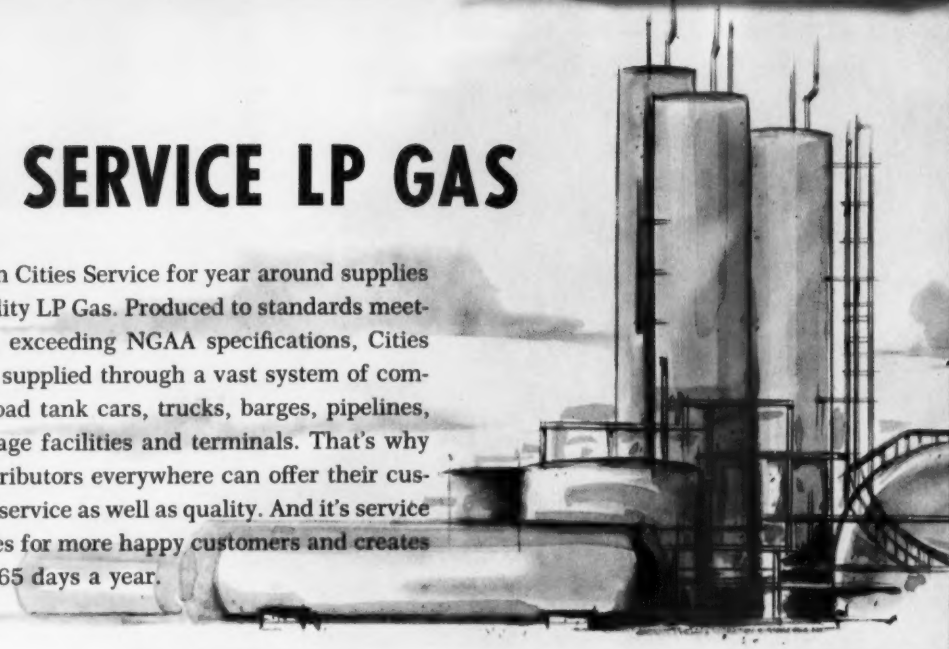
a world  
of **LP GAS**  
service...



from  
**CITIES  
SERVICE!**

## CITIES SERVICE LP GAS

You can depend on Cities Service for year around supplies of the highest quality LP Gas. Produced to standards meeting and generally exceeding NGAA specifications, Cities Service LP Gas is supplied through a vast system of company owned railroad tank cars, trucks, barges, pipelines, underground storage facilities and terminals. That's why Cities Service distributors everywhere can offer their customers the best in service as well as quality. And it's service like this that makes for more happy customers and creates more business — 365 days a year.



### OTHER CITIES SERVICE LP GAS PRODUCTS



#### C-300 MOTOR OIL

Developed especially for LP Gas engines, this oil offers greater film strength for high compression engine lubrication. **C-300** gives you better heat transference and keeps LP Gas engines free from rust, oxidation, sludge, carbon deposits and wear. Available in SAE grades from 10W to 50.

#### CITIES SERVICE TROJAN GREASES

For both automotive and industrial equipment, use **Cities Service Trojan Greases**. Trojan-H greases are made with a lithium-base and high quality, high VI solvent-refined mineral oil. You get the best characteristics of high temperature performance combined with low temperature pumpability. You can't use the wrong grease because this product is dyed red for easy identification. Available in 4 consistencies, H-0 to H-3.

#### CITIES SERVICE DC-915 OIL

Use **Cities Service DC-915 Oil** for stationary compressors. This high grade compressor oil assures perfect lubrication with minimum carbon deposits on pistons, valves, valve pockets and cylinder walls. For added resistance to rust, oxidation, sludge formation, or for prevention of metallic oxide deposit build-up, always use Cities Service DC-915 Oil.

See your Cities Service Representative in your area for complete information.



### CITIES SERVICE OIL COMPANY

3435 Broadway  
Kansas City, Missouri

20 N. Wacker Drive  
Chicago, Illinois

500 Robert Street  
St. Paul, Minnesota

6611 Euclid Avenue  
Cleveland, Ohio

cil members, can be obtained by writing the National LP-Gas Council, 185 N. Wabash Ave., Chicago.

The Council will be on the air five times weekly from late April through mid-October. Council newscasts are scheduled for 11:30 a.m. (eastern time) Fridays and Saturdays, 6:30 p.m. Saturdays and Sundays, and 10:30 p.m. Saturdays. First newscast was aired at 11:30 a.m. on Friday, April 18.

Council-sponsored newscasts will be handled by three Mutual Network commentators. Steve McCormick, Mutual's White House correspondent, presents Friday and Saturday morning news direct from Washington, D. C. Early evening commentator on Saturday and Sunday is John Wingate, speaking from New York. The night roundup from Washington on Saturday will be voiced by Ken French.

### Gaffers & Sattler offers dealers financing plan

A 100 per cent non-recourse plan of financing ranges, water heaters, heating and air conditioning units and other home comfort equipment is announced by Utility Appliance Corp.

Ben B. Breslow, president of Utility and of Mission Appliance Corp., said the plan is believed to be the first of its kind ever offered dealers, distributors and consumers in the United States. He said it would extend credit to those engaged in the industry and increase consumer spending at a time when it was most needed.

Under the plan, no down payment is required of the consumer. Installations can be made by the dealers with no investment in the equipment. Lending agencies have no recourse against the dealer or distributor in the event of loan default by the customer, a feature believed to be unique to the Gaffers & Sattler plan.

A national plan is being made immediately available to all Gaffers & Sattler dealers and distributors in every state except Arkansas through Allied Building Credit Inc.

### Whirlpool Corp. opens Canadian offices

The headquarters office of Whirlpool Appliances Canada, Ltd., has been opened in the Royal Bank Bldg., Toronto, Ont., it is an-



**WE'RE SOLD  
ON THE  
CORKEN  
CORO-VANE!**

### Says ROBERT L. EPPLE, JR. of Tecumseh, Oklahoma

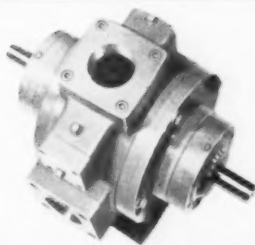
With the large fleet of trucks we operate, one of our problems has been in finding a truck pump that would give long dependable service and not wear out or lose capacity in a few months time.

Since installing one of the first production models of the Corken Coro-Vane (Serial #25) we have pumped 2 1/2 million gallons of gas. To date, this pump has cost us nothing in repairs—it has always done and is still doing an outstanding job in pumping 30 GPM through an 1 1/4" Neptune meter.

We highly recommend the Coro-Vane to anyone that wants a long life, trouble free pump—capable of delivering hundreds of thousands of gallons without a breakdown.



DELIVERED OVER 2,500,000 GALLONS  
WITH A CORO-VANE 502, AND STILL PUMPING LIKE NEW . . .



CORO-VANE 502

**CORKEN'S**

Rugged-Quality Built of Ductile Iron  
Dependable Service-One Year Guarantee  
Quiet Running-No Unpleasant Noise  
For Your Safety-Underwriters Approval  
Easiest Pump to Maintain in the Industry



P. O. BOX 1862 • OKLA. CITY



nounced by Robert M. Mitchell, vice president, Whirlpool Corp. The service and parts office is at 10 Jeavons Ave., Toronto 13.

Officers of the new company are Robert E. Lake, president; Robert P. Lewis, vice president, and Roy Erikson, secretary-treasurer.

Whirlpool Appliances Canada, Ltd., under an agreement with Whirlpool Corp., USA, will make arrangements for the handling of parts and service for refrigerators, freezers, and Wonderbar refrigerettes that have been sold in Canada under the Servel brand name.

## Suburban Gas Service buys assets of Gas Heat

Suburban Gas Service Inc. has purchased the assets of Gas Heat Inc., Portland, Ore., which operates 23 L. P. gas marketing plants and serves approximately 7500 customers in the states of Washington and Oregon. W. R. Sidenfaden, Suburban president, announces.

Mr. Sidenfaden said that the purchase of Gas Heat, whose sales are running at an annual rate of \$1.5 million will lift Suburban

Gas Service's annual sales volume in excess of \$9 million. The purchase will also increase the number of Suburban marketing plants to 85 serving approximately 47,500 customers in seven states.

Operations of Gas Heat will be integrated with those of Suburban Gas and no change in management is contemplated, Mr. Sidenfaden said. Vic Hamar, general manager for Gas Heat operations since 1946, will continue as division manager for the newly acquired plants.

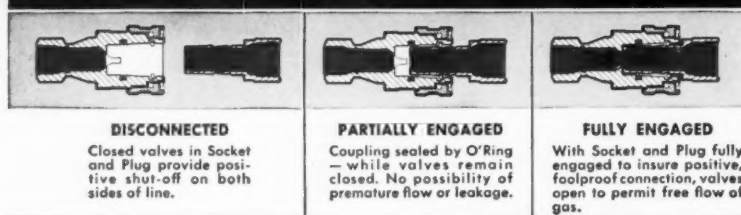
Eliminates  
Hazard  
of Leakage  
or Spillage



APPROVED BY  
UNDERWRITERS'  
LABORATORIES

3-GRL1621  
QUICK-CONNECTIVE  
COUPLING

For L. P. Gas Line Connections



### DISCONNECTED

Closed valves in Socket and Plug provide positive shut-off on both sides of line.

### PARTIALLY ENGAGED

Coupling sealed by O'Ring — while valves remain closed. No possibility of premature flow or leakage.

### FULLY ENGAGED

With Socket and Plug fully engaged to insure positive, foolproof connection, valves open to permit free flow of gas.

Specifically designed for L.P. gas line connections, Hansen GRL Couplings completely eliminate the hazard and annoyance of leakage or spillage of gas. To connect (no tools required), you merely push the Plug into the Socket — all the way. To disconnect, just turn sleeve — Coupling instantly and automatically shuts off both ends of line.

Sockets available with 1/4" female pipe threads. Plugs available with 3/8" female pipe threads.

Write for descriptive literature

SINCE 1915  QUICK-CONNECTIVE FLUID LINE COUPLINGS

**THE HANSEN MANUFACTURING COMPANY**

4031 WEST 150th STREET • CLEVELAND 35, OHIO

## LPG equipment repair firm expands services

Repair of Rockwell LPG meters and all makes of LPG carburetion equipment has been added to the reconditioning and repair services already offered by Bohm Automatic Gas Controls & Regulator Service, Memphis, Tenn.

Bohm has specialized for many years in repair and reconditioning of all LPG controls and regulators. New factory parts are used and equipment is tested before it leaves the shop.

## Janitrol sales office opened in Cedar Rapids

The establishment of a new sales office in Cedar Rapids, Iowa, has been announced by H. C. Gurney, general sales manager, Janitrol Heating & Air Conditioning division, Surface Combustion Corp. The office, operating as a part of the Omaha district, will be under the direction of T. W. McAfee.

Mr. McAfee, who has been associated with Janitrol for over six years, is being transferred from Huntington, W. Va., where he served as district sales representative. The new office is located at 2912 Oakland Rd. N.E.

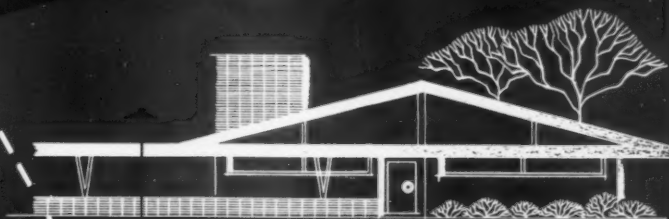
## Draketown (Canada) and James Petroleum merge

Draketown (Canada) Ltd. and James Petroleum Equipment Ltd., two firms active in the L. P. gas industry, have joined to become Draketown-James Ltd. Harry W. Townsend has been elected president, and James MacArthur, vice president and general manager.

This new company brings together the experience and skills of



IN THE MODERN HOME



one **GAS** unit does it all

COOLS OR HEATS  
DEHUMIDIFIES  
CIRCULATES  
VENTILATES  
FILTERS



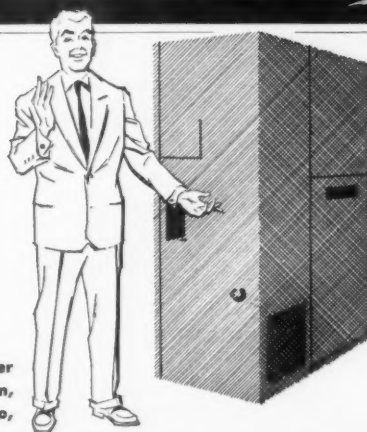
Investigate the many advantages of the SUN VALLEY  
\*All-Year® GAS Air Conditioner for residential  
as well as commercial and industrial cooling and heating.

- Low OPERATING Cost
- Low MAINTENANCE Cost
- LONG-LIFE . . . with no moving parts
- Small, COMPACT units

3½ and 5-ton models . . . For either  
natural gas or LPG operation. 25-ton chillers  
for larger cooling tasks.

See the Arkla-Servel SUN VALLEY \*All-Year® Gas Air Conditioner  
and the modern GASLITE at the Liquefied Petroleum Gas Convention,  
Booth 311, Normandy Lounge in the Conrad Hilton Hotel, Chicago,  
Illinois.

®TRADE MARK



Manufactured by Arkla Air Conditioning Corporation, Evansville, Indiana

the former companies in the design, engineering and construction of propane plants throughout Canada for gas utilities, industrial gas users and L. P. gas distributors. A complete supply of parts and equipment for the L. P. gas industry will be stocked.

The main office of Draketown-James Ltd. is at 70th Ave. and MacLeod Trail, Calgary, Alta. Active representation will be maintained throughout Canada, from coast to coast. Eastern representative (Canada) is Harry Storr, of Dundas, Ont.

## LPGA president Lovelady boosts L. P. gas on radio

Over 100,000 Washington, D. C., area radio listeners heard LPGA President Talmage Lovelady boost the use of LPG and appliances when he was interviewed by Patty Cavin on WRC during the association's Northeastern Area convention in Washington, Feb. 17 to 19. The National LP-Gas Council, public relations and advertising arm of the LPG industry, arranged to have Mr. Lovelady appear on the popular Patty Cavin show.

## Suburban Gas' earnings rise 44% in nine months

Sales of Suburban Gas Service Inc. increased 25 per cent while earnings rose 44 per cent in the nine months ended January 31, as compared with the same period a year ago, W. R. Sidenfaden, president, announced recently in an interim report to shareholders.

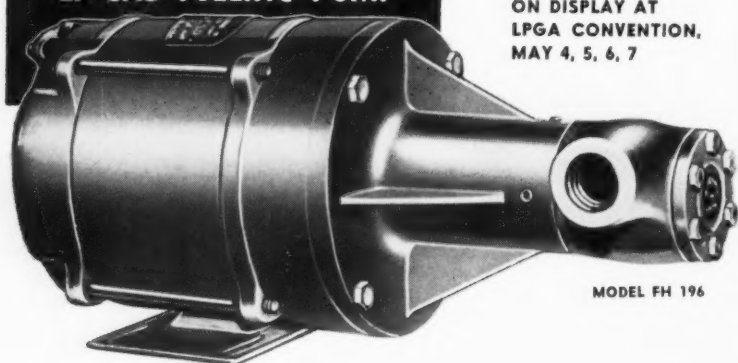
Sales amounted to a record \$5,708,498 and net profit totalled \$587,607 equal, after preferred dividends, to \$1.62 per share based on 337,267 common shares, the average number outstanding during the period. In the nine months period ended Jan. 31, 1957, sales of \$4,561,668 were registered resulting in net profit of \$407,597. This was equal after preferred dividends, to \$1.22 per share based on 331,627 common shares, the average number outstanding during this period.

"Profits increased at a more rapid rate than sales," Mr. Sidenfaden said, "as the company achieved greater operating efficiency in its marketing area."

He stated that the major portion of the increase in sales was provided by the acquisition of five companies in the past nine months, adding approximately 3000 new Suburban customers to make a total of 40,000.

# BRAND NEW

## LOW-COST VIKING LP-GAS FUELING PUMP



MODEL FH 196

## for farm trucks and tractors

ON DISPLAY AT  
LPGA CONVENTION,  
MAY 4, 5, 6, 7

This new, low-priced fueling pump will help you sell farmers. Genuine Viking "gear-within-a-gear" pump, mounted directly on a motor:

- Compact, light weight (over all length, less than 17"; weight, only 50 lbs.)
- Specially designed for fueling farm tractors, trucks, etc.
- Delivers 6 G.P.M. at normal differential pressure of 45 PSI. No vapor return required.
- Built-in by-pass within pump, relieving at 70 PSI.
- Pump mounted directly on motor. No alignment problems.
- Used indoors or outdoors with complete safety.

### PUMP CONSTRUCTION

- Hardened steel gears.
- Carbon graphite internal bearings.
- Sealed external ball bearing to handle radial and thrust loads.
- 1" suction port. 3/4" discharge port.
- Mechanical shaft seal. No leaks.

### MOTOR CONSTRUCTION

- Explosion proof 1/3 HP, 3450 RPM motor.
- Built-in switch.
- Manual thermal overload protection for added safety.
- Capacitor start for low starting current.

For details, write for bulletin SP479B.

See This New Pump at Viking's Booth 157, National LPGA Convention, Conrad Hilton, Chicago, May 4, 5, 6, 7

## VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

See our File in Butane-Propane Catalog



Dudley Tower, vice president of Union Oil Co., (left) here gives tangible recognition of the growing importance of L. P. gas to the California economy and to the oil industry itself by presenting a \$5000 check to Leonard Andrews, executive vice president of Petrolane Gas Service, representing the California-National LP-Gas Council. The Council is the public information arm of the Western Liquid Gas Association.

help yourself  
to  
handsome  
profits.....

with *built-to-be-better*

**REGO**  
cylinder outfits

#### THE EXPANDING MARKET . . .

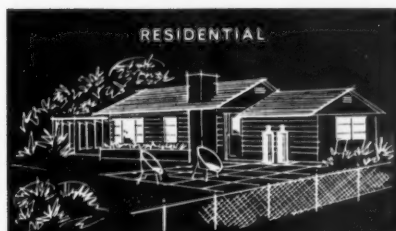
millions of rural and farm homes are at present potential customers for modern LP-Gas . . . summer cottages, a fast-growing demand that's at its peak during *your* "off" season . . . mobile homes (trailers), 100,000 new ones every year, with new installations and replacements that mean profitable volume for you . . . industry and business beyond the gas mains, every type, every variety . . . road building and other construction work—you name it, they need it . . . and that's good!

#### REGULATORS AS ONLY REGO MAKES THEM . . .

rounded and polished nozzles wear less, can't cut seat disc . . . straight-line plunger acts like an engine cross-head to guide seat disc for square seating, long life . . . more than double the usual seat disc "follow-up for wear-in" reduces servicing, adds to your profits . . . 4½ to 1 leverage gives plenty of control power for precisely regulating gas pressure . . . no smelly, flaring pilot lights . . . instant response assures fluctuation-free, uniform gas delivery . . . die-cast aluminum alloy bodies and bonnets cut needless weight by two-thirds.

*Only Regulators by RegO have all of the features that save you so much time and trouble.*

#### REGO MAKES THE RIGHT CYLINDER OUTFIT FOR EVERY LP-GAS USE



RESIDENTIAL



NO. 5755SS  
RegO Certimatic. A combination automatic throwover manifold with first and second-stage regulator and remote service-reserve indicator.



NO. 6785SS  
Automatic throwover manifold, separate medium-duty regulator, and remote service-reserve indicator.



NO. 4715SS  
Tee-check manifold, medium-duty regulator, for single stage regulation.



TRAILERS AND COTTAGES



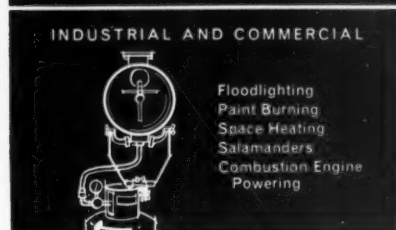
NO. 5745SM  
Certimatic manifold, two-stage regulation, and direct-mounted service-reserve indicator.



NO. 5713S  
Tee-check manifold with light-load regulator; for single stage regulation.



NO. 2302PH  
Light-load regulator with POL male inlet for direct connection to cylinder valve. 26" rubber hose on outlet.



INDUSTRIAL AND COMMERCIAL



NO. 4748A  
Automatic throwover manifold with heavy-duty regulator and direct-mounted service-reserve indicator.



NO. 4726A  
Manual 2-way manifold, heavy-duty regulator; single stage regulation.



NO. 4785A  
Medium-duty regulator with pig-tail for simple, single cylinder outfits.



Write for free Catalog L-100 showing the world's finest LP-Gas equipment.



*The* **BASTIAN-BLESSING** Company

4201 W. Peterson Avenue, Chicago 30, Illinois

## Commercial cooking line rolls at Cribben & Sexton

Cribben & Sexton Co. is now in production on a full line of commercial cooking equipment and has a "good backlog of orders on hand," Wendell C. Davis, president, told shareholders at their annual meeting on March 4. Peak rate of production which was expected to be reached in April should enable output to start catching up with orders, according to Mr. Davis. Cribben & Sexton recently entered this field with the acquisition of the

commercial cooking division of Magic Chef-Food Giant Markets, Inc.

Operations for the three months ended February 28, the first quarter of the current fiscal year, resulted in a loss against a break-even operation a year earlier, Mr. Davis disclosed. December and January sales were up, he noted, and February showed a decrease. He cited built-in ranges as a bright spot in the sales outlook and said an increased sales effort is now being put behind the company's new under-the-counter dishwasher.

Wilfred S. Gauthier was elected vice president, manufacturing, and W. C. Wilkinson was elected assistant vice president, sales, at the directors' meeting following the shareholders' meeting.

## John Wood announces its new marketing program

The John Wood Co. recently launched the most comprehensive marketing program for the sale of automatic water heaters and heating equipment in its 91-year history. Titled "Ac-SELL-erate in '58," the program will give strong sales support to John Wood wholesalers while backing up local level promotions with national advertising. W. Glenn Oslin, heater and tank division vice president and general sales manager, stated in announcing details of the plan.

The campaign will encompass several types of promotion assistance, including local newspaper, telephone directory, and radio-TV advertising; floor, window and panel truck displays; sales motivators for wholesaler's customers; direct mail; and a large variety of merchandising aids and sales boosters to help wholesalers capitalize on sales opportunities in their areas, Mr. Oslin reports.

G. K. Lentz, advertising manager, announced that this coordinated array of local sales aids will be backed up by a full program of company advertising.

## Roper using new ad theme; dealer material available

"Get a Lift Out of Cooking" is the major theme for 1958 advertising and promotion materials of Geo. D. Roper Corp., Kankakee, Ill., gas range manufacturer.

To acquaint dealers with available materials, Sam K. Wilson, advertising manager, said, Roper has prepared "Get a Lift Out of Selling" portfolios for mailing to Roper retailers. Included in them are illustrations, samples and descriptions of the promotional items.

## Heating Ventilating Air Conditioning Guide ready

The Heating Ventilating Air Conditioning Guide 1958, containing a 1272 page technical data section and a 503 page catalog data section, is the 36th and largest annual edition published by the Amer-



It's easy to replace  
if it's **ROCHESTER** *Criterion*

Merely remove the damaged dial with a screwdriver and replace with a new hermetically sealed Rochester dial — you lose no gas, **even with full tanks!** This exclusive Rochester Criterion feature means extra profit for you.

**Demand** Rochester Criterion gauges on your next tank order or order direct from factory.



**ROCHESTER GAUGES, INC.**  
OF TEXAS

2425 CAROLINE ■ DALLAS, TEXAS

SALES OFFICES: DALLAS; ATLANTA; DENVER; CLEVELAND; ROCHESTER;  
PHILADELPHIA; SAN FRANCISCO; LONDON, ONTARIO



FOR  
**E-A-S-I-E-S-T** SELLING EVER  
 DISPLAY  
**HARDWICKS**  
 ON YOUR FLOOR



Put a sure-fire profit builder in your sales picture! Put Hardwick Gas Ranges on your appliance floor. New, automatic 1958 Hardwick models have the glamorous good looks, dependable performance and popular prices . . . that set sales figures climbing. Order now for your summer and fall campaigns.

## HARDWICK AUTOMATIC GAS RANGES

CLEVELAND, TENNESSEE

### Automatic Clock

Automatic control is incorporated in electric clock to turn oven on . . . cook . . . turn oven off automatically.

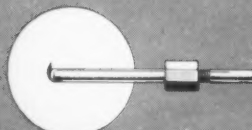


### Thermal Eye Top Burner

Automatic Top Burner heat control maintains the precise temperature you set by controlling flame during cooking.

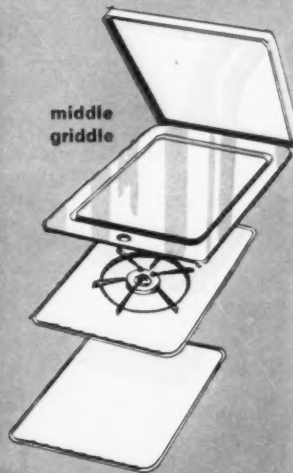
### EconoMatic®

The original automatic lighting with pin point pilot. Saves gas, keeps kitchen cool.



## these great FEATURES SELL your customers

New 2-in-1 High Broiler Ranges feature an optional automatic rotisserie, in the spacious, convenient level broiler. Actually, a separate meat oven in addition to the regular, even-heat baking oven.



### Middle Griddle now on 30" ranges and 36" models

1. Griddle cooks big meal at one time.
2. Converts to a center 5th burner.
3. Cover provides working space.
4. With 1 Thermal-Eye burner, Griddle and 5th burner become automatic.

### 3-in-1 Top Burners



HIGH



SIMMER-CENTER



KEEP WARM

### EconoTrol

3-in-1 Top Burners, with click settings for each speed.

Advertised in McCall's, Ladies' Home Journal, Better Homes and Gardens, and Farm Journal.

# Featuramic for '59

**BROWN**

**GAS  
RANGES**

**Featuramic** - A blend of fresh styling, great new features and modern design.



See the all new 1959 BROWN FEATURAMIC GAS RANGE at the L.P.G.A. 1958 Exhibition and National Convention. Conrad-Hilton Hotel, Chicago - May 4-7, Booth No. 18.

**BROWN STOVE WORKS, INC.**

**CLEVELAND, TENNESSEE**



PAT. PEND.

**It's FOR YOU  
FISK  
TANK TRAILER  
HYDRAULIC**

YES—ONE MAN—CAN FRISK your tanks with a FISK trailer. Simple to operate and maintain. The hydraulic system does all the work. Save muscles—time and money. Fisk will transport tanks up to 1260 w.g.

**PRICED WITHIN YOUR REACH—WRITE TODAY**

Fisk Trailer Sales  
(Sales Office)  
P. O. Box 23093  
Madison, Wisc.

Fine Products Company  
6240 Ogden Avenue  
Berwyn (Chicago), Ill.

Fisk Trailer Sales  
(Factory)  
Rt. 5, Box 298  
Oshkosh, Wisc.

ican Society of Heating & Air Conditioning Engineers.

The general format of the text is in seven sections as in earlier editions: I—Fundamentals, II—Human Relations, III—Heating and Cooling Loads, IV—Combustion and Consumption of Fuels, V—Systems and Equipment, VI—Special Systems, and VII—Instruments and Codes.

This book is 6 x 9 in., blue cloth bound, gold stamped and is available from the American Society of Heating & Air Conditioning Engineers, 62 Worth St., New York 13. Single copy price is \$12.

## Parlett buys and combines two Virginia dealerships

The Parlett Gas Co. with general offices in Waldorf, Md., announces that it has purchased the L. P. gas business of Whaley's Inc., White-stone, Va., and Kilmarnock Gas & Appliances, Kilmarnock, Va. These two operations will be combined and operated as a dealership under the management of William Bellows Jr.

The office and showroom is located in Kilmarnock. L. P. gas will be distributed to this dealership from the bulk plant of Parlett located at Tappahannock, Va.

## "Operation Optimism" launched by Squibb-Taylor

The tenth - anniversary sales meeting of Squibb-Taylor Inc. was held February 12-14 in Dallas, and "Operation Optimism," inaugurated by Cecil Squibb, president, was off to a fast start.

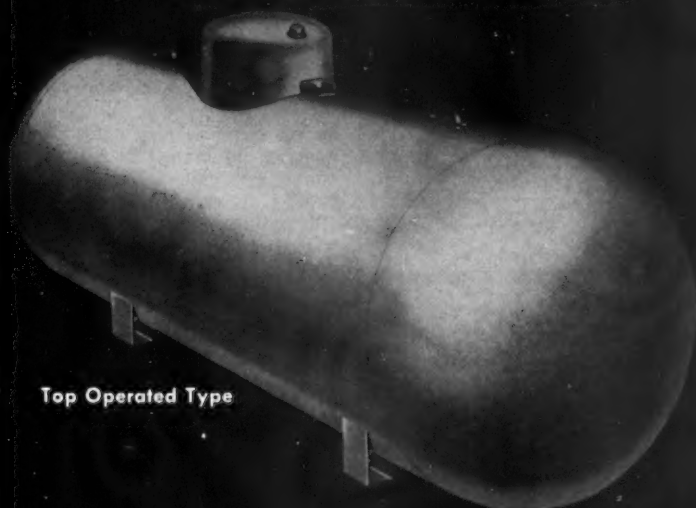
The program, while acknowledging increased buyer-resistance, was based upon the fact that business climates do not "occur" but are produced.

Mr. Squibb pointed out that optimism, glowing from the salesman and reflected by the customer, can bring into bloom an expanding market, just as pessimism can drip from the salesman, seep from the customer and wash away the high level of national prosperity.

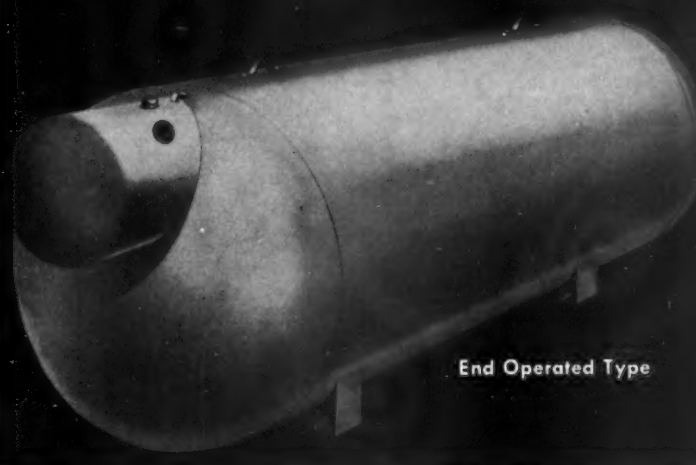
"The greatest need at present is for optimism," Mr. Squibb said, "and optimism is the natural attitude of the salesman, 'Operation Optimism' is a sales operation, but it includes more than selling Squibb-Taylor products. It includes selling an attitude of positive thinking to the entire nation."

As a nationwide program, "Op-

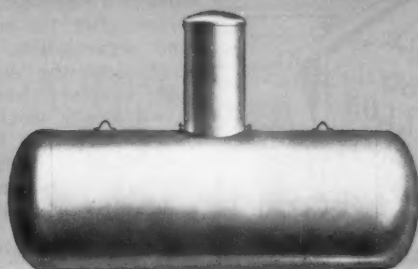
**END OR TOP OPERATED**  
**LP-GAS FuelPacks by**  
**SCAIFE**  
**LABEL OF LEADERSHIP SINCE 1802**



**Top Operated Type**



**End Operated Type**



**For Underground Installation**

**7 Big Reasons**  
**why Scaife**

**Tanks are better**

LP-Gas men can now supply their large volume customers with the same high quality, longer life tanks used for years and proven to be better by the smaller volume users. The engineering and production skill of the Scaife Company for more than a century and a half is your assurance of the finest, most dependable LP-Gas Systems ever built. End or top operated above ground FuelPacks range in capacity from 250 to 1,000 gallons. If you need underground tanks Scaife has them too in sizes from 135 to 1,000 gallons.

Check this list of FuelPack above ground advantages and you'll see why Scaife is becoming the choice of more and more LP-Gas men.

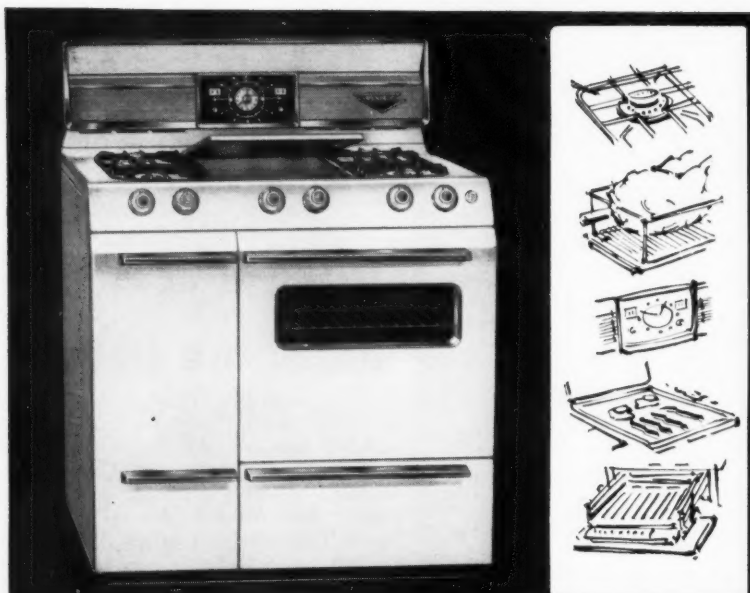
- 1 New 16" wide removable curb box** permits easy access to valves and regulator.
- 2 Lightweight, high-strength steel construction** . . for dependability; longer life.
- 3 Extra strong lifting lugs** are integrally-welded for maximum strength.
- 4 Easy fuel-level inspection** gauge can be read without opening curb box.
- 5 Extra-strong tank supports** will hold many times the weight of a filled tank.
- 6 A tank that's shipped dry** thorough factory inspection before shipment.
- 7 Written guarantee with every tank** one year guarantee against defects.



**SCAIFE COMPANY**  
 PITTSBURGH, PENNA.

LABEL OF LEADERSHIP SINCE 1802

MAKERS OF PRESSURE VESSELS,  
 DRAWN SHAPES



## Sell the range that sells the market... the featureful 1958 Dixie

Dixie Gas Ranges have the styling and eye-appeal that attract "lookers"... the construction, features and price tag to turn them into "buyers."

Double-oven convenience of the Dixiemaster 300, Giant Greaseless Griddle and Automatic Top Burner Heat Control are only a few of the many features that sell Dixie... at a modest price to the customer... and a high mark-up to you.

There's a range to fit every kitchen — every budget — in the 1958 Dixie line. Don't miss these sales. Stock the range that sells the market — Dixie Automatic Gas Ranges.

### OTHER DIXIE FEATURES:

- Thrifti-Kool Needle-Type Lighters
- Cast Aluminum Griddle
- Electric Clock with 3½ Hour Interval Timer
- E-Z Glide Burner Grates
- Automatic Oven Heat Control
- Rounded Oven Corners
- Lifetime Titanium Porcelain Finish
- Drop-Front Smokeless Broiler
- View-Through Glass Oven Door Window
- Fluorescent Top Surface Lighting

For literature and franchise information, write to:

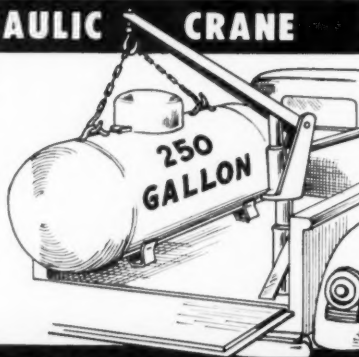
### DIXIE PRODUCTS, INCORPORATED

Dept. 8BP2, Cleveland, Tennessee

## 1000# LUTHER HYDRAULIC CRANE

**Your driver ALONE can load and unload large tanks with ease**

- Extra Heavy Duty welded steel construction.
- Fits low on the truck out of the way when not in use.
- Full 360° rotation.
- Easily installed by any welder, garage or your mechanic.
- Discounts to Jobbers and Dealers.
- Crane truck mount and chain \$80.00 f.o.b. Pasadena, Calif. Money back guarantee.



**Luther Engineering & Mfg. Co. • 6 ESTHER ST., PASADENA, CALIF.**

eration Optimism" will welcome suggestions from the entire industry, Mr. Squibb said.

### Representatives see Carrier's heater lines

A new line of gas-fired duct furnaces and a tour of recently expanded unit heater production facilities featured a three-day national meeting of manufacturer's sales representatives at Carrier Corp.'s, Syracuse, N. Y., headquarters.

More than 50 representatives of firms handling Carrier products attended the sessions, followed by a two-day engineering conference on heating fundamentals and application of equipment.

M. E. Barnard, manager of Carrier's unit heater department, hosted the meeting which featured speeches by William Bynum, president, and Lyle C. Harvey, senior vice president. Other officials who addressed the group included Loren Fletcher, vice president in charge of the Allied Products division and Walter A. Grant, vice president and assistant to the president.

### Two groups meet to organize local BHC's

Two more major cities are now in the process of organizing local Better Heating-Cooling Councils, following the successful lead of Cleveland.

In what appears to be a nationwide trend, groups in both cities met on January 20 to evaluate potential membership and set up organizing committees with a view toward promoting hydronics on an area level.

At Milwaukee, Edward F. Ford, Bell & Gossett, chairman of BHC's Community Organization Task Force, and BHC executive director Franklin Greene addressed a group of 50 potential members and explained both the benefits and functions of a vigorous, local BHC, patterned after the successful Cleveland organization. Both speakers emphasized the unique appeal of such chapters because "money raised locally would be spent locally," and would be administered by a board of directors elected by the local contractors, wholesalers and manufacturers' representatives.

That same night, in Philadelphia, a group of 68 contractors, wholesalers and manufacturers' representatives met to hear temporary



**NOW!**

**A Complete Cooling  
and Heating System**

**You Can Sell for**

**Less Than \$1000 Installed!**



**Wire A. M. Castello**

**The Coleman Company, Inc.**

**Wichita 1, Kansas**

**Immediately**



## NEW LP GAS-FIRED MONEY MAKER

### *the Johnson Radiant Pig Blanket*

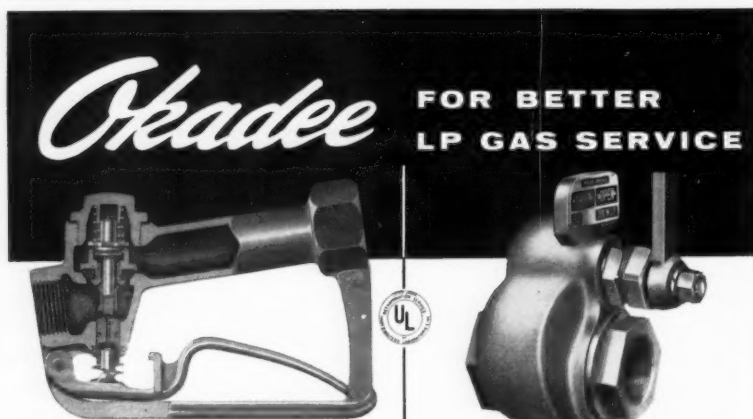
**specially designed to keep pigs warm and dry in winter**

Now you can offer hog raisers a brooder heater that takes the gamble out of winter farrowing. The Johnson Radiant Pig Blanket keeps two litters warm and dry in the worst winter weather. Lets the farmer farrow in the winter and get hogs to market when prices are highest.

Radiant Pig Blankets are good money-makers for you too. They're popularly priced at \$39.95, every hog raiser can afford them. And since they're fueled by LP gas, you have a good bottle gas customer with every Pig Blanket you sell.

Get in on the sure fire sales and profit that are yours with the Johnson Radiant Pig Blanket. Advertising and promotion aids are yours free.

*Write today for complete information.*



#### **OKADEE HOSE NOZZLE FOR DISPENSING LP GAS**

*Specially designed for faster transfer of propane or butane from storage tanks, delivery trucks or dispensing pumps to receiving tanks. Lightweight — only 2¼ lbs. Easy to reel out and in. Automatically and safely bleeds the pressure between nozzle and vessel valve when tank is filled and nozzle is closed. Write for Bulletin 357.*

#### **OKADEE VALVES FOR BULK STATIONS**

Okadee non-lubricated valves are the ideal choice for LP Gas bulk station application. Used by many leading refineries and LP Gas manufacturers. The metal-to-metal hardened seats and discs provide bubble-tight seal. Write today for Bulletin 1256.



**OKADEE COMPANY • 332 SOUTH MICHIGAN AVE., CHICAGO 4, ILLINOIS**

chairman Joseph Rainville, Spi-Rol-Fin Corp., and Warren Owens, new field director of national BHC, outline a practical working program for the Delaware Valley area.

#### **Caldwell is president of Boren Wholesale Co.**

Zerah T. Caldwell has been elected president of Boren Wholesale Co., North Little Rock, Ark. The other officers of this wholesale appliance firm are F. R. Douglass, vice president and general manager; Clyde T. Hollis, secretary and sales manager, and P. E. Douglass, treasurer.

Mr. Caldwell is well known throughout the South for his past 39 years' work in the manufacture of heaters and ranges. He is at present connected with the Crown Stove Works, Chicago, Ill.; Adams Bros. Manufacturing Co. Inc., Pittsburgh, and the United States Stove Co., South Pittsburgh, Tenn., as southern sales manager.

#### **Gas air conditioning book available through AGA**

The American Gas Association announces a how-to-do-it booklet entitled "Steps to Success," which provides utility companies with detailed plans of action for launching and conducting air conditioning programs.

The 84-page booklet produced by AGA's air conditioning promotion committee for executives and sales management, presents step-by-step plans for companies just beginning their air conditioning sales and service programs, as well as data for those expanding existing programs.

Featured in the booklet are full details on the economics of air conditioning, organizational goals, outlines of management policies that have proved successful, and the results of varied utility sales and service procedures.

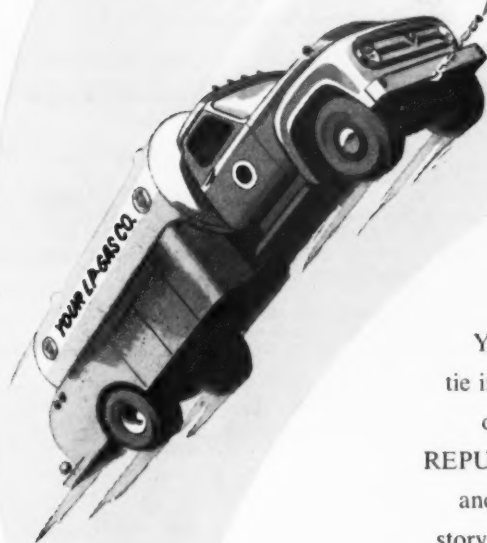
Copies of "Steps to Success" are available from AGA, 420 Lexington Ave., New York 17. Price is \$2.

#### **Bryant offers more versatile lines for '58**

A wider range of capacities in all heating and cooling lines for 1958 was announced by Bryant Manufacturing Co. during its recent series of five distributor meetings held across the country.

David W. Hoppock, vice presi-

# HITCH YOUR WAGON TO SINCLAIR'S "FAMOUS FIVE"



You'll be headed for a new high in sales when you tie in with Sinclair LP-Gas and the pulling power of the five famous Sinclair extras — INTEGRITY, REPUTATION, QUALITY, PERFORMANCE and GOOD SERVICE. Ask us today for the full story on this top quality LP-Gas with high heating value — moisture and impurities removed. Then, make the switch to Sinclair!



**Sinclair Oil and Gas Company**  
Liquefied Petroleum Gas Sales Department  
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**SINCLAIR**  
*A Great Name in Oil*



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## America's Finest Line of Automatic GAS Water Heaters...and the JOHN WOOD Ac-SELL-erator Sales Plan

Here's the new, easy-to-use, money making sales plan that helps you sell the big replacement, home modernization and new home markets. Get fast sales pick-up and Ac-SELL-erate your sales all year round.

Complete line of glass-lined and galvanized models. Fully guaranteed.

John Wood helps find prospects for you—automatically. AND the complete John Wood line of highest quality gas water heaters does the selling for you—automatically.

Get full details from your Gas Company or LP-Gas Distributor, or write:

## JOHN WOOD COMPANY

Heater and Tank Division  
Conshohocken, Pennsylvania  
Chicago, Illinois



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... to help you sell—

to guide your staff—

These important articles from past issues of BUTANE-PROPANE News are available as reprints, while they last, at the prices indicated. Quantity discounts (same reprint) 10 to 49 copies, 20%; 50 copies and up, 30%.

(Check should accompany order)

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### Agricultural

Agricultural flaming (March, '56) 16 pages 25¢

Whirlwind in a feather factory (Nov., '55) 4 pages 10¢

Propane cuts cost of weed control on railway rights-of-way (March, '56) 2 pages 10¢

How to slice yourself a share of the Stock Tank Heater market (Nov., '57) 2 pages 10¢

### Industrial

New savings in propane torch metal cutting (July, '57) 2 pages 10¢

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### Power

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Full report on Chicago's 1050 propane buses (July, '56) 8 pages 20¢

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Illinois taxicab fleet saves \$60 per month per cab with LPG (March, '58) 2 pages 10¢

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Selling LPG heating beyond the mains—the story of Cookgas (Nov., '55) 4 pages 10¢

Degree day counter saves the day (June, '56) 2 pages 10¢

We can have schools for less money, with gas heat (Dec., '55) 4 pages 10¢

### General

Gas is the Safest Fuel—NFA fire loss report (Jan., '56) 4 pages 20¢

The house trailer problem is nearer solution (July, '57) 6 pages 15¢

Trial by fire (March, '57) 2 pages 10¢

Look for new highs in LPG sales in '56 (Jan., '56) 4 pages 10¢

The sale isn't made until the cash is collected (Jan., '58) 4 pages 10¢

Open letter to the President—Wipe out the REA (Feb. & March, '58) 8 pages 20¢

## BUTANE-PROPANE News

198 S. Alvarado St.

Los Angeles 57, Calif.



—fill the summer gap with tractors on LP-GAS

# M & W LP-GAS PISTONS

eliminate expensive  
head and block changes



**BALANCE YOUR LOAD**—For every hour in the winter, farm tractors work 10 hours in the spring, summer and fall—the very seasons you need volume to balance the load. And now, M&W's slip-in package piston replacement makes it easy to tap this big potential market—conversion of present gasoline powered tractors to LP-Gas to take "season" out of your fuel volume.

No expensive changes are necessary to convert—M&W's LP-Gas pistons replace regular gasoline pistons without alteration of the block, the head or the crankshaft. Your farm customers can gain all the benefits of LP-Gas tractor power for little piston conversion cost.

**BUILD YOUR PROFITS**—Every tractor on LP-Gas increases your volume and profits while easing your storage requirements. Sell the switch to LP for more power, lower maintenance cost and lower fuel cost per hour of work done—both you and your customers will profit.

M&W Add-POW'R and Turbo-Dome LP-Gas Pistons are the most advanced in the industry. They squeeze every ounce of power from each drop of fuel—deliver *more* horsepower than any other by actual Dynamometer test. Thousands are already in use all over the U.S.A., field tested and proven "Number One" in power, dependability and economy. Available thru better farm implement dealers—everywhere.



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*World's largest manufacturer of the most complete line of tractor products  
for the betterment of farming through improved tractor performance.*



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REPRESENTATIVE MODELS ONLY...AVAILABLE FOR PRACTICALLY ALL TRACTORS

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## Your ONE COMPLETE SOURCE for all YOUR LP-GAS EQUIPMENT NEEDS

For the utmost in dependable, profit-producing performance, call on America's first line of LP-Gas equipment...

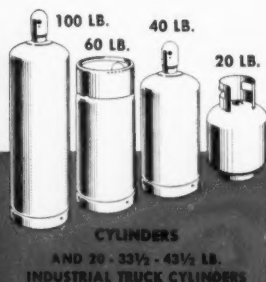
**ICC CYLINDERS**—20, 40, 60 and 100 lb. capacities; plus industrial truck cylinders in 20, 33½ and 43½ lb. capacities.

**CHANGEOVER UNITS**—For multiple-cylinder systems. Available in three types; Automatic (100 cfh, 250,000 BTU); Manual; and Tee Check (70 cfh, 175,000 BTU).

**VALVES**—Complete line of cylinder and tank valves. New handle, improved body, same high capacity.

**REGULATORS**—Pressure regulators to suit every requirement... single stage, two-stage and high pressure applications.

**TANK HEAD UNITS**—Complete manifolds and accessories... tops in design and performance.



CYLINDERS  
AND 20 - 33½ - 43½ LB.  
INDUSTRIAL TRUCK CYLINDERS



CHANGEOVER  
UNITS  
• AUTOMATIC  
• TEE CHECK  
• MANUAL



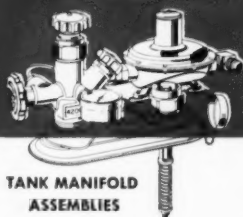
SINGLE BOTTLE  
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VALVES



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TANK MANIFOLD  
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**THE WEATHERHEAD COMPANY • CLEVELAND 8, OHIO**

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dent and general sales manager of Bryant, introduced the new products which included gas furnace adaptable to air conditioning and a series of competitively priced hot water heaters.

The 350 distributor representatives who attended the meetings were told of special sales promotions to help them sell water heaters and air conditioning equipment. Mike Fortier, air conditioning promotion manager, outlined an Indianapolis Speedway contest in which dealers will win expense paid trips to the May 30 classic. The company plans to enter its own car in the 500 mile event to be called the "Bryant Heating and Cooling Special."

## NEWS NOTES

*The Yale & Towne Manufacturing Co.* has established a factory branch for the sale and service of industrial lift trucks at 6055 Fairmount Extension, San Diego, Calif. The new branch is under the direction of James B. Cunningham, a veteran of more than 15 years' experience in Yale truck sales and service.

*The executive offices of Walworth Co.* now have new and larger quarters at 750 Third Ave., New York 17, N. Y. Walworth's phone number, teletype number and cable address will remain unchanged.

*The appointment of Northeastern Distributors, Inc.*, 304 Vassar St., Cambridge 39, Mass., as a distributor for the complete line of Quaker oil and gas burning heaters in parts of New Hampshire and Massachusetts, has been announced by Peter Costomiris, sales manager, Heil-Quaker Corp., Lewisburg, Tenn.

*The Leo J. Meyberg Co.* has been appointed distributor for the full line of RCA Whirlpool home appliances of Whirlpool Corp. in eleven counties of the central part of California, it is announced by James V. Baxter, director of distribution. Meyberg is presently the distributor for Whirlpool in northern California and in the northwest area of Nevada. The additional area has previously been the territory of Edco Distributing Co., Fresno, Calif. The Fresno office and warehouse facilities have been acquired by Meyberg for operation as a branch office.

**BPN****the trade****Bryant Manufacturing names two new vice presidents**

Promotion of William M. Day and Gordon N. Gray to vice presidents of Bryant Manufacturing Co., a division of Carrier Corp., is announced by Samuel F. Shawhan, president.

Mr. Day becomes vice president in charge of engineering and Mr. Gray assumes executive administration of all manufacturing. Both had been with Bryant as managers of their respective areas of operation. They will continue to headquarter in Indianapolis.

Mr. Day joined Bryant as director of engineering in October 1956. He previously had been with Perfection Industries, the Office of Chief of Ordnance, USA, and the Baltimore Gas & Electric Co.

Joining the company in 1933, Mr. Gray was in engineering until 1941 when he became assistant manager of Bryant's wartime tank manufacturing plant. In 1945 he became a plant manager, serving successively in Cleveland, Ohio, Tyler, Texas, and Indianapolis. He was named manager of manufacturing for all plants in 1956.


**Cote elected president of Suburban Appliance Co.**

The election of A. H. Cote to president of Suburban Appliance Co. is announced by Mark Anton, president of the parent company, Suburban Propane Gas Corp.

At the same time Mr. Anton said that the parent company's board of directors had elected to make the following additional changes in its staff of officers: R. Gould Morehead, financial vice president; Charles T. Carolan, treasurer; M. J. Anton, vice president and assistant secretary; William S. Bigelow, assistant secretary, John H. Nichols Jr., assistant secretary, and Glyn Thomas, vice president, Charlotte Tank Co., also a subsidiary. "All other officers," he said, "continue to hold their previously elected positions."

*the Big Trend is to...*

# Leasing



## Weatherhead Cylinders

**Lease...  
TO CONSERVE  
WORKING  
CAPITAL**

Today's big trend is to lease cylinders. It's accepted practice with wise businessmen, both large and small, who realize that leasing frees needed capital for additional expansion.

In fact, leasing is the way to beat this problem, in light of tight money and high taxes.

The LPG Cylinder Leasing Plan guards against rising costs with a guaranteed purchase price during the lease period.

Act now... Take advantage of this modern cylinder leasing plan. No red tape, no costly financing charges... because under the leasing plan one annual payment covers everything... and you get your cylinders immediately.

Rental charges include:  
CYLINDERS  
CYLINDER VALVES  
FREIGHT (f.o.b.) your destination  
No other costs

Wire, write or phone your cylinder requirements today

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# CROWN

## ... LPG RANGES

Engineered for  
top efficiency with  
LP GAS



Whatever you need in an LPG range . . . there is a CROWN . . . at a price . . . that answers every sales problem . . . every customer requirement.

Gas kitchen heater ranges . . . Double oven ranges . . . Hi-Broiler ranges . . . 40 inch ranges . . . 36 inch models . . . Space-Saver 30 inch ranges with giant-sized oven . . . Compact 21 inch ranges . . . Ranges with griddle—built-in rotisserie—glass oven door—Unimatic automatic top burners . . . .

Whatever you want in an LPG range . . . Crown has it.

### CROWN STOVE WORKS

Builders of fine ranges since 1887  
Chicago 50, Illinois

### An Invitation

You are cordially invited to  
visit us during the LPG Show  
at the Conrad Hilton . . . .  
May 4-5-6-7  
South Exhibition Hall

SPACE . . . No 4.

## NEW

Crown Gas Kitchen Heater  
"LPG" Range . . . "Gas and  
Gas" . . . now available for the  
first time with gas heater sec-  
tion on RIGHT or LEFT SIDE . . .  
in 36" and 40" models.



Mr. Cote entered the L. P. gas business in 1947 as manager of Suburban Propane's Derby, Conn., plant. A year later he was transferred to the company's general office at Whippany, N. J., as sales promotion manager and in 1953 was promoted to general sales manager.

Two other junior members of the Suburban Propane staff were promoted to assistants to two vice presidents. They are Francis J. Meistrick of Whippany, who will work closely with W. D. Cook, vice president and controller; and C. Robert Dietrick of North Plainfield, who will assist A. R. Olson.

### Johnson is vice president and sales manager for Coroaire

J. Leonard Johnson has been appointed vice president and general sales manager of Coroaire Heater Corp., according to Arthur W. Conley, president.

Mr. Johnson has had wide experience in merchandising as well as manufacturing over the past 20 years, and has held many executive posts in the industry. He will make his headquarters in Cleveland, Ohio.

### Hollerbach joins Chattanooga Royal as manager of heating

The appointment of F. J. Hollerbach as manager of central heating and air conditioning sales is announced by the Chattanooga Royal Co.

Mr. Hollerbach was previously associated with Miami Products Inc. of Miami, Okla., as sales manager of this company. He will now headquarter in Chattanooga, Tenn.

### Shattles and Parris join Fairbanks' sales group

Joel R. Shattles has been appointed to the Virginia sales territory and Arthur F. Parris to the northern Ohio sales territory it is announced by the Fairbanks Co.

Mr. Shattles was formerly a salesman for a plumbing and heating wholesaler. He will now make his headquarters in Norfolk, Va.

In his new capacity Mr. Parris will work with William Peate on Fairbanks' sales. Mr. Parris brings 17 years of work in various phases of industrial distribution to his new job. He will make his headquarters in Cleveland.



**SELL OR RECOMMEND AEROIL**  
**Industrial or Contractors Equipment**

Boost your gas sales and make yourself a handsome extra profit by selling AEROIL Equipment in your territory. Equipment for industry includes Wax and Oil Heating Tanks, Hot Dip Cleaning Tanks, Space Heating Salamanders, Torches, etc. For Contractors, Kettles for Heating Tar, Pitch, Asphalts; Lead Melting Furnaces; Portable Water Heaters; Weed Burners, etc. Most of the equipment can be thermostatically controlled. Write for information and liberal discounts. DO IT TODAY to boost your off-season gas sales.

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TANK

FOR HOT  
DIP CLEANING

**Aeroil** PRODUCTS CO., Inc.  
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4648 S. Western Av. Chicago 9.  
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# To sell them on LP-GAS sell them



## Siegler

PATENTED AUTOMATIC

**SIEGLER'S TROUBLE-FREE PERFORMANCE  
GUARANTEES WARM FLOORS  
AND SATISFIED LP-GAS CUSTOMERS**

Siegler's outstanding performance and features help you sell LP-gas heating. Build volume sales with *satisfied* customers and cut your service costs.

*Exclusive "Traveling" Floor Heat* ends the cost and discomfort of overheated ceilings. Siegler's Patented Inner Heat Tubes capture the heat others waste. The Patented Built-in Blower System "travels" it over the floors. That's why Siegler alone can offer this guarantee: *more and hotter heat over the floor—or money back.*

Here's performance and features you can demonstrate and sell! And Siegler makes warm friends for LP-Gas and *all LP-Gas appliances!* You get higher profits, higher earnings for salesmen, and no worries for the service department, when you sell Siegler.

### HOW SIEGLER HELPS YOU SELL:



**1. Solid Advertising Support.** Siegler gives you a generous dealer advertising plan that sells Siegler heaters and your store! Nationally, Siegler backs you with the biggest advertising campaign in the business.

**2. Special Promotions.** Make big profits running tested promotions that fit your business to a "T." Siegler supplies a complete package of material for each promotion, and we help you run it!

**3. Selective Distribution.** When you merchandise Siegler, you're the dealer who cashes in on national and local advertising. Get all the facts on Siegler Selective Dealership plan.



**4. Your profit stays in your pocket...** no loss for call-backs and complaints. Siegler quality sees to that and makes every customer an enthusiastic salesman for you.

**5. A Complete Line.** There's a Siegler with "traveling" floor heat that's just right for every home from 2 to 7 rooms. You can solve any home heating problem with Siegler.

**6. Your Own Merchandising Man.** Your Siegler Representative is a full-time, trained specialist in the home heater field. He will show your salesman how to "sell 'em up" to Siegler, and help you plan your advertising, promotions and demonstrations.

**SIEGLER DOES MORE  
WITH LP-GAS  
MORE  
FOR LP-GAS!**

**SEE  
Siegler  
AT NATIONAL  
LP-GAS  
CONVENTION**

The Siegler Corporation, Dept. BP-5  
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Gentlemen: Please send complete product and dealership information on Siegler LPG Home Heaters.

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PATENTED AUTOMATIC  
LP-Gas Home Heaters



## New Fineway

### LPG TRANSFER UNIT



The modern way to transfer LPG from storage tank to tractor. Fast, easy, safe—transfers 10 gal. per minute. Twin compressor, oil separator and 1/4 h.p. E.P. motor. (6-V. DC—12-V. DC—110-V. AC.)

### BRASS & COPPER STENCILS

Match to your specifications. Size, number of letters, design determine price—estimates furnished. Send rough sketch with dimensions, wording, etc. An economical way to identify your tanks.

### "YOUR NAME" TANK DECALS



Good advertising and quick identity of your tanks at low cost. Four colors with LPG flame emblem. Two sizes.

### RUBBER STAMP KITS FOR CYLINDER MARKING



The quickest and most clean-cut way to mark cylinders, 10" x 10"—complete with ink pad, ink and cleaner. Available with flame emblem and hand set letters or special design. See catalog.

Write for New Fine Catalog No. 457 LP

**FINE PRODUCTS CO.**  
6240 OGDEN AVE.  
BERWYN (Chicago Sub.) ILLINOIS



J. K. Elfstrom  
Utility-Mission



K. O. Dupree  
Cribben-Sexton



A. J. St. George  
Ensign



F. A. Sincok  
Amer. Stand.

### Elfstrom will head advertising for Utility and Mission

Promotion of John K. Elfstrom to advertising manager of Utility Appliance Corp. and Mission Appliance Corp. was announced recently by P. L. Chabre, vice president, marketing and sales.

Mr. Elfstrom was formerly advertising manager of Utility only, and joined that firm's advertising department as a layout artist in 1949. He became advertising manager in 1951.

He will have supervision over the new single-brand Gaffers & Sattler advertising program. He helped create the Mr. Gaffers and Mr. Sattler animated cartoon characters.

### Cribben & Sexton names Dupree Southeastern division manager

Kenneth O. Dupree has been appointed southeastern division manager for Cribben & Sexton Co., according to R. J. Shepherd, vice president for sales.

With headquarters in Atlanta, Mr. Dupree's division will include Georgia, Florida, Alabama, Louisiana, North and South Carolina and Tennessee. Before his Cribben & Sexton appointment, he was director of sales, American Kitchen division, Avco.

### Ensign names St. George and Keller to executive posts

A. J. St. George, formerly manager of the company's Chicago branch, has been promoted to sales manager, according to an announcement by Paul W. Ensign, president, Ensign Carburetor Co. Mr. St. George succeeds R. R. Wyker, whose retirement became effective January 31.

Mr. St. George joined the company in 1937 and will now make his headquarters at the company's main offices in Fullerton, Calif.

Succeeding Mr. St. George as Chicago branch manager is Grant

W. Keller, engineer, who has served Ensign's eastern clientele out of Chicago for the past ten years.

### Sincok is manager of domestic water heaters for Amer. Stand.

Frederick A. Sincok has been named manager for domestic water heaters manufactured by the plumbing and heating division of American-Standard.

Mr. Sincok first joined American-Standard in 1952 as a sales training administrator. He was transferred to New York headquarters in July 1954 where he served as administrative assistant to the general marketing manager and as executive secretary of the product development committee. In January 1956 he was appointed programming supervisor for sales training and a year later was named supervisor of water heater products, the position he held prior to his present appointment.

### Cities Service names Cooter, Gemmill to new posts

The appointment of Frank Cooter of Midland as special company representative in Santa Fe, N. M., and of E. J. Gemmill as southwestern division exploration manager for Cities Service Oil Co., is announced by Reese H. Tucker, company vice president.

Mr. Cooter was first employed by Cities Service in 1928 and has served in Kansas, Kentucky, Mississippi and Texas.

Mr. Gemmill is another long-time Cities Service employee. He joined the company in 1935. His first job was in the company's geophysical section.

### Temco appoints Hollingsworth and Brock to new posts

W. M. Hollingsworth of Rockford, Ill., is the new manager of special products and services and T. R. Brock is assistant sales man-

*Tom -  
Here is the best  
break heater salesmen  
have had in years -  
Write them for details  
J.B.*

## NEW

### Trend-Setting Design

Years ahead! Styled by a leading industrial designer. It'll sell on sight.

## NEW

### Exclusive *Control Center*

Complete comfort control at your fingertip. Set it . . . forget it.

## NEW

### Powerful *Thermo Thrust* Blower

Thrusts the warm air far out into the room . . . at floor level.

Moves up to twice the volume of other heaters!

## NEW

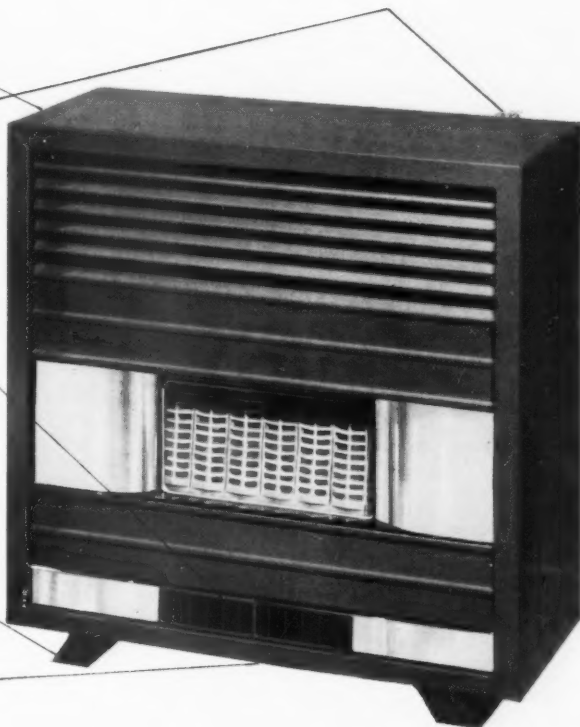
### Decorator Base

Beauty from the floor up. Practical, too . . . easy to clean under.

## NEW

### Coppertone Finish

Lighter, gayer - in keeping with the trend away from dark bulky furniture.



# THE NEW Dearborn® REGENCY

With bright new eye-appeal outside and famous Dearborn engineering inside, this new Regency is going to put Dearborn (the most popular space heater in the world) even further ahead of competition. For details and pricing just write the word

"REGENCY"

on your letterhead - or on a postcard with your name and address . . . and mail it to us . . . today.

**DEARBORN STOVE COMPANY**  
1700 W. Commerce, Dallas, Texas

Be sure to see the new Regency at the National LPGA Convention at the Chicago Conrad-Hilton. Booths 77 & 78.

# Why Is **RIDGID** The World's Most Popular Pipe Wrench



*...because*

it was a better pipe wrench when first created 35 years ago, and has been improved nearly every year since . . . in performance, design, materials. Today, it is still the most for your money. Buy **RIDGID** at your Supply House.

**The Ridge Tool Company, Elyria, Ohio, U.S.A.**

ager for Temco Inc., according to F. Donald Hart, president.

Mr. Hart says the new post, filled by Hollingsworth, is part of Temco's plan for expansion and further product diversification. Mr. Hollingsworth came to Temco from the Geo. D. Roper Corp., where he held the title of purchasing agent and director of purchases for the past five years.

Mr. Brock, who has been associated with Temco since 1948, will assume his new duties immediately. In addition to his new post, he will have the responsibility of managing the new wholesale division serving dealers in the middle Tennessee area.

## **Peerless reorganizes its executive operation**

The board of directors of the Dover Corp. announce that F. W. Carter has been made chairman of the Peerless Manufacturing division and that Thomas D. Bromley succeeds him as president.

Mr. Carter has been president of the Peerless division since 1933. Mr. Bromley has served the company in various capacities since 1939. He has been vice president since 1948.

Robert B. Stone was made vice president, sales. Previous to this appointment Mr. Stone was Chicago district sales manager, and has been with the division since 1935.

Mr. Bromley and Mr. Stone retain their positions as president and vice president respectively of Dura-Vent Corp., Redwood City, Calif., a subsidiary of Dover Corp.

## **Three sales executives promoted by Norge division**

The promotion of three sales executives is announced by Judson S. Sayre, president, Norge Division, Borg-Warner Corp.

Harold P. Bull has been appointed vice president of sales; Walter C. Fisher, director of distribution; and, James D. Dougherty, national field sales manager.

Mr. Bull, with Norge since 1953, has been in the appliance field since 1927. For the past year he has been vice president in charge of distribution, developing the wholesale and retail distributing organization.

Mr. Fisher assumes many of Mr. Bull's former responsibilities. He has been associated with Norge since 1954 in positions including

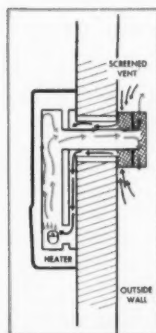


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The Quaker DIRECT-VENT Gas Wall Heater uses only outside air for combustion. Combustion products are exhausted through the sealed porcelain combustion chamber to the outside. It does not use any room air. Completely safe! Black arrows in diagram at the left show how the supply of outside air enters the burner for combustion. Red arrows indicate travel of combustion products to vent outside.

Model DV-200—20,000 BTU & DV-350—35,000 BTU for natural, m't'd or mixed gas. DV-200—20,000 BTU & DV-350—35,000 BTU for LP gas.

Mounts flush to any outside wall. Engineered for peak performance. Automatic thermostat control. Automatic "Warm Floor" Blower is optional equipment. Outstanding quality—competitively priced to fill the big and growing demand for safe, low cost zone heating.

### DISTRIBUTORS ATTENTION!

Choice territories still open. Wire, phone or send coupon for details.

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Lewisburg, Tennessee

Send complete information and prices on Quaker DIRECT-VENT Gas Wall Heater.

Company \_\_\_\_\_

By \_\_\_\_\_

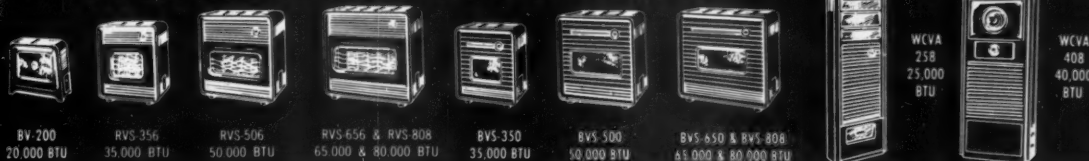
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

BP-9

## HEIL-QUAKER CORPORATION, Lewisburg, Tennessee

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those of field and general sales manager, and manager of key accounts.

Moving from the position of national refrigerator sales manager, Mr. Dougherty will direct the activity of the national field sales force. Before coming to the Norge Chicago headquarters, he was a district sales manager for Montana, Oregon, and Washington.

### Iron Fireman promotes Wright to vice president

The election of Richard C. Wright, chief engineer of Iron Fireman Manufacturing Co., Cleveland, as vice president of the company, and the appointment of Jack Jordan, formerly sales manager for a burner manufacturer in Cleveland, as assistant to the president, were announced recently by the board of directors.

In his new capacity, Mr. Wright will be responsible for engineering and the research and development program of the heating, power and cooling equipment division. Starting with the company in 1925, he has been in charge of the research and development program of the heating division since 1951.

In his new position, Mr. Jordan will work primarily with the factory branches and key personnel in developing the fullest sales potential of Iron Fireman heating and cooling equipment.

### Kyle promoted to district manager for Metalbestos

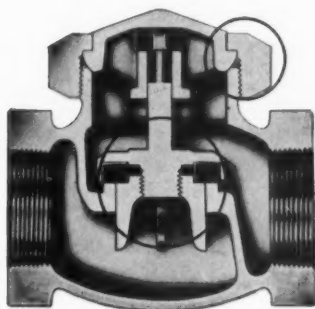
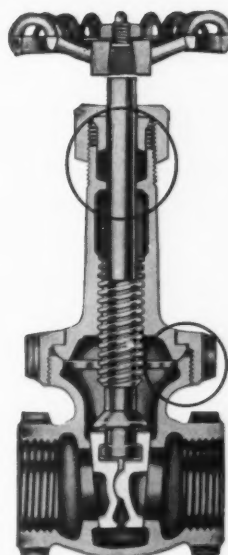
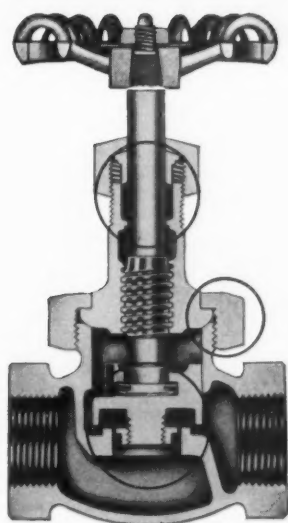
James O. Kyle has been appointed northern California district manager for the Metalbestos division of the William Wallace Co., Belmont, Calif., it is announced by Alan Kinkead, president.

Mr. Kyle has been a member of the company's northern California sales force since 1952. In his new appointment, he will direct sales in northern California and Nevada.

### Heindl promoted to branch manager for A. O. Smith

Ralph Heindl has been named Chicago branch manager of the A. O. Smith Corp.'s product service division, 8312 S. Chicago Ave. He had been office manager since 1955.

Mr. Heindl will be responsible for the division's total service operation in the north-central United States. He joined the company in 1951 as priorities administrator for the company's B-47 Bomber Land-



#### GATES - GLOBES - ANGLES - CHECKS

Special synthetic packing in the amply proportioned stuffing box provides an absolute seal and reduces stem friction. Best packing there is for volatile fluids!

Line-contact, body-bonnet joint is designed for a leakproof seal by mating the spherical seat on the bonnet with an angular seat on the valve body.

Renewable synthetic discs on globe and angle valves are long wearing... and resilient for positive closure. Slip-on-type disc holders have adequate guiding to assure accurate seating.

## ... valves for positive control of L-P Gas!

All OIC Valves for L-P Gas service are Underwriter approved. They are recommended for volatile fluids, light oils, hot or cold water and air.

Valve bodies are sound, cast of A. S. T. M.—B61, steam bronze and fitted with heavy, union-type, body-bonnet connections for long leakproof service.

Stems are accurately machined of OIC 40 Alloy (an aluminum-silicon-bronze which won't gall or seize).

For complete information on sizes ( $\frac{1}{4}$ " to 3"), pressures (400 lbs. WOG, non-shock) and prices, write for the OIC L-P Gas Folder, Form 1002 or contact your local OIC Distributor.

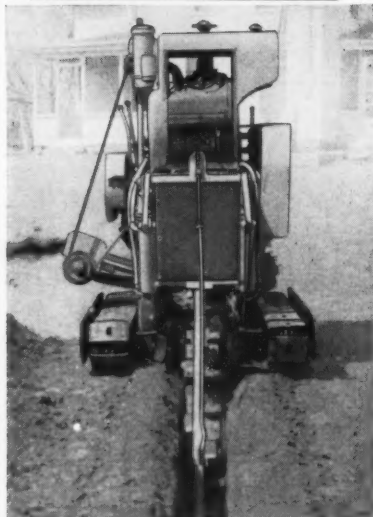


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THE OHIO INJECTOR COMPANY • WADSWORTH, OHIO

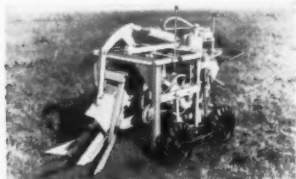
BRONZE & IRON, FORGED & CAST STEEL  
LUBRICATED PLUG VALVES

**FOR  
FAST, LOW COST  
DIGGING USE A  
Pow-R-Ditcher**



### Model 4T Pow-R-Ditcher

There's no worry about those "tight spots" with a rugged 4T Pow-R-Ditcher. Extremely maneuverable and only 48" wide, the 4T really does a fast digging job . . . and at the lowest possible cost, too. Digs 6" to 14" wide and can be transported in a pickup truck. Here's a one man self-propelled unit that is ideal for the light construction field . . . and the low, low price is attractive, too!



### Model W-2 Pow-R-Ditcher

The smallest of the Pow-R-Ditcher line . . . the W-2 is built to take it, with heavier chain, heavier hydraulic boom and heavier frame. Only 10' long, 51" high and 48" wide, an excellent unit for digging 2½" to 4" wide gas service, electrical service or shallow water lines. Has self-propelled 4-wheel drive. A real workhorse!

**Write for Literature and Low  
Prices on the Complete  
Vermeer Pow-R-Ditcher Line**

Larger Pow-R-Ditcher model also available. See the Pow-R-Ditcher in action . . . and **CHECK THE QUALITY AND PRICE** before you buy. Write or visit your Vermeer dealer.

**VERMEER**  
MANUFACTURING CO.

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• PELLA, IOWA

ing Gear division. He transferred to product service activities when the landing gear operation was terminated following the Korean War.

### Hodges will direct a special study for American-Standard

Charles H. Hodges Jr., president of the Detroit Controls division of American-Standard, has been appointed to direct a special growth and development study in the controls and instrumentation field for American Radiator & Standard Sanitary Corp., Joseph A. Grazier, president, announces.

A director and vice president of American-Standard, Mr. Hodges will relinquish his duties as president of Detroit Controls division in order to develop and formulate immediate and long range product and facility objectives for the division.

William A. Haist Jr. has been named president of Detroit Controls division succeeding Mr. Hodges. Prior to this appointment, he was vice president for the division.

### Whirlpool Corp. realigns its sales organization

In a series of personnel moves, Whirlpool Corp. has realigned its sales force for RCA Whirlpool appliances to meet the challenge of the company's growth and the demands of 1958's competitive sales climate.

A major change was the establishment of a general sales division under the direction of general sales manager, John Crouse. Operating at a level with the general manager of the utility and product divisions, Mr. Crouse will supervise the efforts of the regional and district managers and the sales training department.

A second important change was the combining of all advertising and sales promotion activities under L. W. Howard, new general manager of advertising and sales promotion.

Other new sales positions and titles resulting from the move are: Harper Dowell, formerly a director of distribution, now distribution manager, reporting to sales vice president, John Hurley; George Stevens, formerly general manager of the range and refrigeration division, now merchandising manager, a staff position in which he will assist Mr. Sparks;

and Sol Goldin, formerly merchandise manager for ranges, now key accounts manager, reporting to Mr. Stevens.

### Hirschberg is sales manager for Eclipse division

Erwin E. Hirschberg has been named sales manager Industrial Combustion division, Eclipse Fuel Engineering Co. He was formerly a product manager for Victor Chemical Works.

Mr. Hirschberg joined Eclipse in 1953 as a combustion engineer and was later made eastern territorial manager.



E. E. Hirschberg  
Eclipse



D. B. Jones  
White

### New general sales manager for White Products is D. B. Jones

The appointment of D. B. Jones as general sales manager of White Products Corp. is announced by H. Willard Burroughs, executive vice president.

Mr. Jones assumes complete charge of sales, advertising and marketing of White water heaters and water softeners sold through the company's distributors as well as name brand sales.

After many years with White, Gordon J. Vander Weele has been appointed field sales manager.

Mr. Burroughs also announced the appointment of Milton D. Spanton as sales manager of White Products Ltd., Windsor, Ont., Canada. Mr. Spanton formerly was name brand sales manager for the corporation for the past three years.

Richard Court was appointed comptroller of the corporation.

### Massey promoted to chief engineer for Delta Tank

The appointment of J. E. Massey as chief engineer of Delta Tank Manufacturing Co. Inc., with headquarters in Baton Rouge, La., is announced by Hal S. Phillips, president.

At the same time, Mr. Phillips





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### helps build LP-Gas heating loads faster

American's new AL-110-LPG eye-catching, attractive meters, designed for medium-sized homes with space heating and for small commercial loads, provide accurate measurement from pilot to full capacity. Compact, light weight, die-cast aluminum alloy one-piece body construction provides high resistance to impact damage — and assures easy setting where space is limited.

Dependability is built into AL-110-LPG meters with American's proven design and quality construction, including rubber grommet seals, self-lubricating porous bronze bearings and reinforced flag rods. Precision machined bodies provide complete parts interchangeability.

LP-Gas meters bring "utility-type" service to your customers — build satisfaction and confidence in your service and help you sell more gas and gas appliances.

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## NEW

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ALUMINUMCASE  
AL-110-LPG METERS



### HIGH CAPACITY

Rated capacity 110 cfh propane at ½-inch w.c. differential — 5 psi working pressure. Available with ¾, ½ or ¼-inch F.P.T. connections.

### LIGHT WEIGHT

Aluminum alloy die-cast meter weighs less than 17 pounds. Compact for easy installation where space is limited.

### DURAMIC DIAPHRAGMS

Proven, bellows-type molded Duramic diaphragms — designed to meet the requirements of LP-Gas Services.

### PLASTIC INDEX BOX

Molded one-piece construction has high impact strength — provides easy index reading.

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REG. U.S. PAT. OFF.**INDUSTRIAL****BURNERS & FURNACES (Heat Treating, Melting, Soldering)****EQUIPMENT****NO BLOWER OR OTHER POWER NEEDED****... just connect to gas supply!**

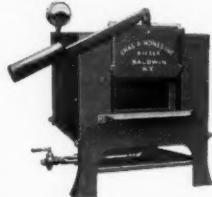
Outstanding service since 1911! Each unit, with the famous "BUZZER" Venturi, delivers the hottest, quickest heat attainable without a blower. Full range control of heat and turn-down. Standards or specials available for manufactured, natural or liquefied gas applications.



PIPE BURNERS for even heat distribution in any capacity.



NOZZLE BURNERS for all capacities up to 1 1/4 million BTU's.



BENCH TYPE OVEN FURNACES for heat treating and pre-heating — temperatures to 2000° F.

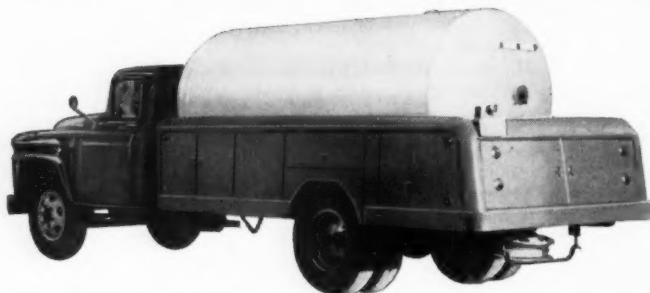


RING BURNERS for all capacities up to 500,000 BTU's.

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Standard equipped LPG Tank Trucks—1200, 1400, 1600, 1800 and 2000 gal. capacity; fully inspected (including X-Ray) and approved by National Board.

All sizes built on New 1958 Model GMC chassis.

Low monthly lease cost starts at less

than \$239 FOB Kansas City, plus insurance. Minimum three year contract. Latest, up-to-the-minute equipment provided for fast, safe handling. Servicing and safety equipment meets all state and local regulations.

Prompt delivery if you act now. Three shipping points assure quick service, Kansas City, Tulsa, and Sacramento.

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**Kansas City, Mo.**  
1920 McGee Trafficway  
Dept. I-58  
Phone: HArrison 1-4460  
TWX: KC 255

announced that John S. Perry has joined Delta Tank and will assume Mr. Massey's former duties as district sales manager in Delta's Houston branch office.

Mr. Massey joined Delta in 1954 as a sales engineer. Subsequently he was named district sales manager in Delta's Houston office, specializing in sales engineering activities for Delta's pressure vessel division.

Prior to joining Delta Tank early this year, Mr. Perry served in sales capacities in both Houston and Tulsa, Okla.

### Bowes, Johnson and Hazel promoted by Kelite Corp.

The promotion of Vincent E. Bowes to midwestern regional sales manager, George S. Johnson to district sales manager, and Robert G. Hazel to district sales manager is announced by William Sorensen, Kelite Corp.'s marketing director.

Mr. Bowes joined Kelite in February 1957 as petroleum service manager. He will be in charge of sales in Illinois, Indiana, Iowa, northern Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Wisconsin, and North and South Dakota. He will make his headquarters at Kelite's manufacturing facility in Chicago.

Mr. Johnson has served Kelite for seven years, in personnel work at the company's Chicago facility, and as sales supervisor and sales engineer. In his new position, he will be in charge of sales in the Indianapolis district, of the midwestern region. His headquarters will be in Indianapolis, where he resides.

Mr. Hazel joined Kelite in February 1957 as a sales engineer. He will be in charge of sales in the Beaumont district, with headquarters in Beaumont, Texas.

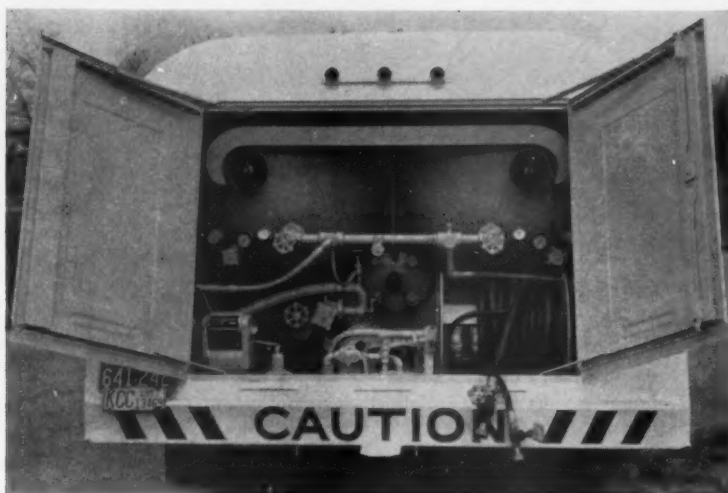
### Cities Service retires three; appoints six to new posts

Cities Service Oil Co. recently announced the retirement of C. A. Willis, director of sales; B. J. Farwig, wholesale sales manager, and Charles Self, Chicago regional manager.

New appointments created by the retirements were announced by Robert L. Kidd, president, and John D. King, marketing vice president.

J. L. Zust, St. Paul regional manager, will replace Mr. Willis as general sales manager; R. L. Isselhardt, Chicago assistant regional

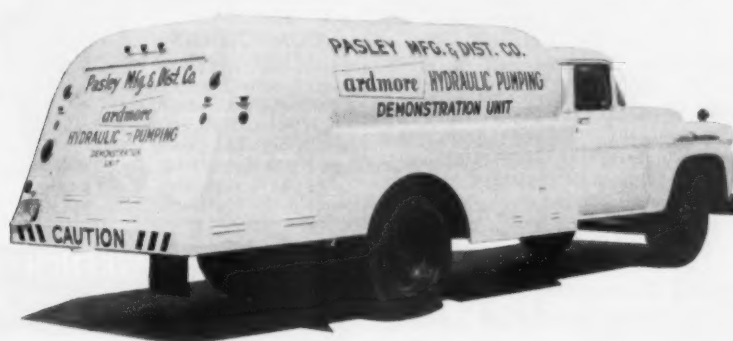
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### NEW HYDRAULIC PUMPING UNIT THE MOST MODERN PROPANE TRUCK TANK EVER DESIGNED

YES, THE NEW HYDRAULIC Pumping Unit is the finest Propane Truck Tank ever designed—changing trucks doesn't even require a wrench. FOUR U-BOLTS HOLD THE TANK TO THE TRUCK BODY, and one simple Universal joint is disconnected. Trucks are changed at the factory in two hours—a mechanic unfamiliar with

the tank can make the change in only 3 to 4 hours! *Everything* is visible when the box is opened, and under one lock and key it is completely tamper-proof. There is absolutely NO maintenance. And best of all, the finest, sweetest surge of ample power ever available. Telephone today. This is the Truck Tank you will want to own.



EVEN THE HOSE in this new Hydraulic Pumping unit is reeled in by hydraulic motor. This is the most efficient MONEY-MAKING Truck Tank you can operate.



"EVERYTHING YOU NEED IN L. P. GAS AND AMMONIA EQUIPMENT"

## The Pasley Mfg. & Dist. Co.

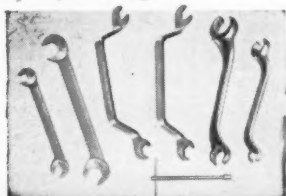
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## FOR L-P GAS THE MODERN FUEL

### G-4019 SERVICEMAN'S WRENCH KIT

FOR FLARED FITTING RANGES—  
seven wrenches are packed in  
Polyethylene Bag



### GRIFFOAM LEAK DETECTOR



SQUEEZE  
BOTTLE  
APPLICATOR

NO  
BRUSH  
REQUIRED



AVAILABLE IN PINT & GALLON CANS

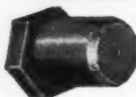
### G-4046 OVEN TESTING PYROMETER



The modern,  
fast method for  
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TEMPERATURES

Also perfect  
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### CONVERSION ORIFICES AND TOOLS



Many other special  
items available in-  
cluding Cylinder &  
Appliance Hand Trucks

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THE E. F. GRIFFITHS CO.

PHILA. 44,

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manager, Chicago, will replace Mr. Farwig as wholesale sales manager.

H. F. Goold, Cleveland regional manager, will become Chicago regional manager; P. R. Shay, Kansas City regional manager, will become St. Paul regional manager; C. W. Stark of Cleveland will be the new Cleveland regional manager, and R. R. Chastain of Cleveland is to be the new Kansas City regional manager.

Mr. Willis and Mr. Self will retire after 35 or more years of service. Mr. Farwig has almost 30 years of service with the company.

### Tube Turns appoints Dilger division purchasing director

The appointment of Robert J. Dilger as director of purchases for Tube Turns, a division of National Cylinder Gas Co., is announced by John G. Seiler, division president.

Mr. Dilger has been in charge of purchasing for the Girdler Corp. (later Girdler Co.) and for Tube Turns since 1942. He first joined the Girdler Corp. in 1929, the year it was organized, and rejoined the firm in 1934 following four years in the purchasing department of Louisville Gas & Electric Co.

### MacDonald is engineering head for two Motorola divisions

Angus MacDonald has been named director of engineering of both Motorola's Chicago Military Electronics Center and of the company's Communications and Industrial Electronics division in a move to implement engineering liaison between the two groups, it is announced by Dr. Daniel E. Noble, executive vice president of Motorola's Industrial Semi-conductor and Military Electronics divisions.

Mr. MacDonald has been with Motorola since 1953, starting as an engineering staff assistant. He has also served as chief engineer for two-way and mobile equipment.

### Payne Co. expands its sales management staff

The recent appointment of William F. Steiner as assistant national sales manager is announced by Owen McComas, national sales manager, the Payne Co.

Mr. Steiner's new responsibilities will include overall supervision of the field sales force, excluding the southern California area, and interpretation of national sales policy

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## GAS HEATER



Model 7150 is fully vented—AGA approved for Natural-Mixed, Manufactured and L.P. Gases. It has 100% gas tight exchangers that provide clean, dry heat, eliminating sweating windows and walls. Body is porcelain enameled, finished in Armstrong's new color "Mocha-tone" which retains original color for years. 15,000 B.T.U. 16 1/4" wide, 16" deep, 21 1/4" high.

Model 7200—same as above but 20,000 B.T.U. and 19 1/4" wide.

Write for Literature and Price  
List on Armstrong's Complete  
Line of 60 Models and Sizes to  
60,000 B.T.U.

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## for leakproof, pressure-tight connections



### SEALING COMPOUNDS

Heat and vibration-  
proof, non-solvent,  
will not shrink, crack  
or crumble. Makes all  
assemblies leak-proof  
and pressure-tight.  
Prevents rust, cor-  
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7 BASIC  
BLENDS



## LIQUID WRENCH®

The super-penetrating  
rust solvent

### LOOSENS

rusted bolts, nuts,  
screws, 'frozen' parts

Liquid Wrench works  
fast...yet is absolutely  
safe for all metals and  
alloys.

At Industrial, Automotive,  
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RADIATOR SPECIALTY CO.  
Charlotte, North Carolina





... never had a freeze-up!  
 ... standby plant worked perfectly!  
 ... always have uniform pressure!  
 ... heat value is constant!

**Customer praise builds business!  
 ... you'll get it with a MITCHELL  
 VAPORIZER on every installation.**

MITCHELL Direct-Fired Vaporizers are available in two sizes to meet the need for continuous LP gas service in a variety of commercial and industrial applications. For use with above or below ground LP gas systems, MITCHELL Vaporizers provide a safe, steady, constant-BTU supply of gas uninterrupted by freeze-ups due to temporary over-loads or heavy withdrawals.

**Minimum Size Storage Required** MITCHELL Vaporizers eliminate the need for oversize storage tanks to meet temporary overload demands ... hence make possible more compact systems. They are designed for use with all heating, drying or stand-by applications requiring from two to several hundred gallons per hour. (For the larger demands, MITCHELL Vaporizers may be manifolded together.)

**Automatic Selective Control** MITCHELL Patented "Automatic Selective Control" automatically controls the rate of gas vaporized to equal the rate of usage. It permits vaporizer to supply either generated gas, or storage gas ... or both at the same time. Simple, positive safety devices (providing overflow and pilot burner shut-off protection) make MITCHELL units safe and reliable.

**Simple Installation** Installation of MITCHELL Vaporizers is simple and easy; and once properly installed, they will give years of constant, trouble-free gas service. All MITCHELL units have been tested and listed under Underwriters' Laboratories' requirements.

Approved by  
Factory Mutual  
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Listed by  
Underwriters'  
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**Build a reputation for dependability  
 with MITCHELL VAPORIZERS**

**JOHN E. MITCHELL COMPANY**

3800 COMMERCE STREET • DALLAS, TEXAS

*Manufacturers of Fine Machinery for More Than Half a Century*



**Model 30**

Provides up to 30 gallons of gas per hour ... well suited to the small and medium size industrial and commercial applications.

**Model 70**



Capacity: 70 gallons per hour. This unit is the largest standard MITCHELL Vaporizer. May be used singly or in manifolded combination for large industrial applications

**SPECIFICATIONS**

| Model No. | Ht. (in.) | Wid. or Depth (in.) | Shpt. Wt. (lbs.) | Rated Input (BTU/hr.) | Wkg. Pres. (psi.) | Pilot Burner (BTU/hr.) | Rated Cap. (gals./hr.) |
|-----------|-----------|---------------------|------------------|-----------------------|-------------------|------------------------|------------------------|
| 30        | 39 1/2    | 13 1/2              | 125              | 30,000                | 250               | 1100                   | 30.0                   |
| 70        | 39        | 32                  | 440              | 75,000                | 250               | 1100                   | 70.0                   |

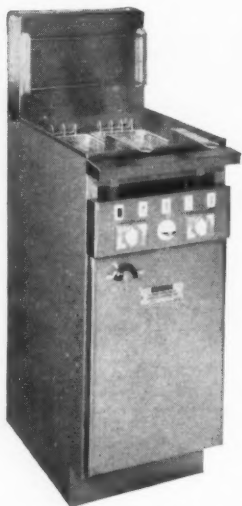
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### KEATING

#### Instant Recovery FRYERS!

The Fryer guaranteed to outproduce  
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The Keating 14" Trump

- ★ Automatic Time and Temperature Control
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The Keating Trump is the only high input (80,000 BTU's) fryer approved by the AGA for use with LP gas.

#### A Fabulous FREE Trial Offer!

Prove to yourself and to your customers—  
You can't beat a Keating Fryer!

Order Keating Fryers for trial installations at your customer's address. If after two weeks a customer is not completely convinced of the superiority of a Keating Fryer, you may return the fryer for full credit PLUS freight charges—BOTH WAYS!

To learn more about the famous Keating Trump Fryers and how YOU can extend this generous trial offer to YOUR customers, write:

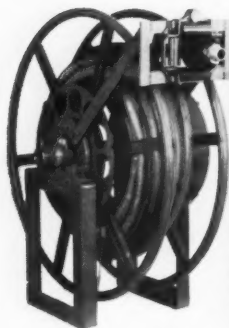
### FRYING EQUIPMENT & SUPPLY COMPANY

1210 West Van Buren Street  
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## ACE SPRING REELS

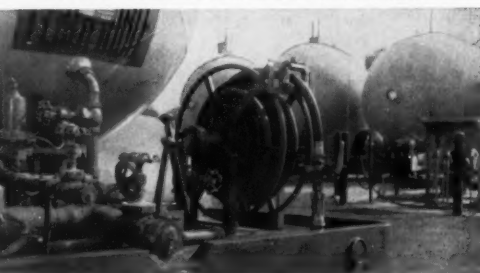
Are Inexpensive to OWN—OPERATE!

- Original Cost Is Low.
- Installation Is Simple.
- No Drag On Your Battery.
- You ADD Years To the Life of Your Hose.



SPRING OPERATED  
MODEL — SERIES 2100  
Available for single or  
double hose on one reel.

For "REEL" Satisfaction  
— Write ACE Today!



Harry Horn, of Anaheim, Calif., — one of the West's first LP-Gas dealers—has chosen Ace Hose Reels for his fleet of bulk delivery trucks. Shown here is his latest Spring Operated Reel. He recommends them highly for ease and economy of operation.

Series 2100 has many outstanding features:  
They conform to all safety rules set up for the LP-Gas Industry . . . All pipe fittings are made of forged steel to comply with NFPA . . . Equipped with high pressure Chicksan Joints . . . High quality steel spring easily rewinds 50 ft. of 1 in. hose . . . Factory lubrication lasts for life of spring.

### HOSE REEL CO., LTD.

5466 ALHAMBRA AVE., LOS ANGELES 32, CALIFORNIA

in the field. He will bring to his new position over 15 years' experience in the gas appliance and heating industry.

#### Maiden is managing director of Whirlpool in the Bahamas

Conde G. Maiden has been appointed managing director of Whirlpool International Bahamas Ltd., Nassau, a subsidiary of Whirlpool International Canada Ltd., replacing Richard L. Morris, resigned, it is announced by Robert M. Mitchell, Whirlpool vice president and president of Whirlpool International.

Mr. Maiden has been associated with Malles Ltd. of Sidney, Australia, a licensee for the manufacture of Whirlpool home laundry appliances in Australia.

#### McLendon is account executive for General Controls Co.

Harmon B. McLendon has been appointed an account executive for industrial controls sales in the southern California area, it is announced by General Controls Co.

Headquartered in the company's Los Angeles branch office, Mr. McLendon will serve major industrial accounts with sales and engineering help on industrial instruments, combustion controls, automatic valves and other related equipment for industrial control applications.

#### Stafford joins Master Tank as sales representative

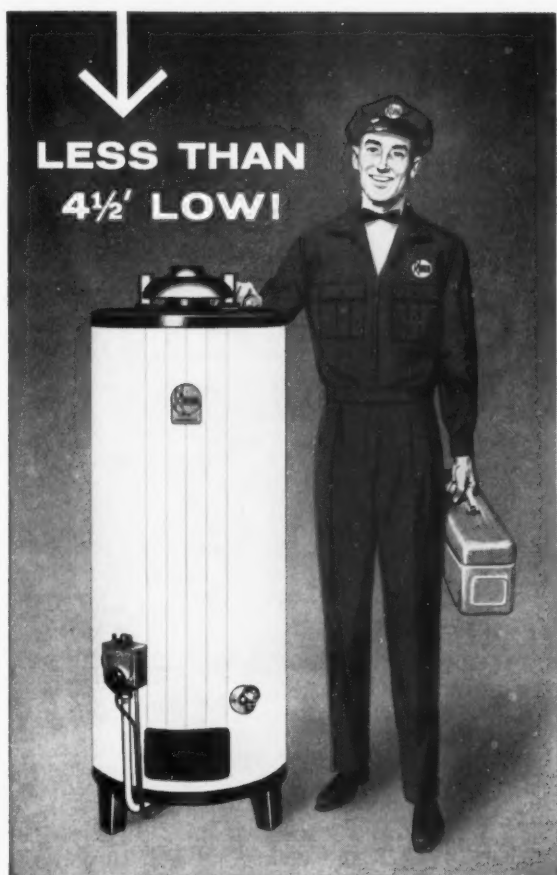
Ed Stafford has been appointed sales representative of Master Tank & Welding Co. The announcement was made by Sam Weempe, partner and general manager of Master.

Mr. Stafford will represent domestic propane tanks, storage tanks and transports in the L. P. gas industry. He will make his headquarters at the Master plant in Dallas.

#### Wanda Petroleum appoints Rasor division manager

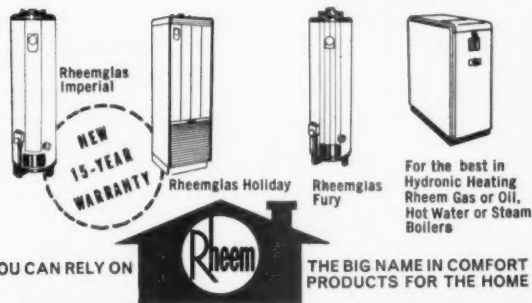
The appointment of J. J. Rasor as division manager of Wanda Petroleum Co., Houston, is announced by T. C. Morrow, president.

Mr. Rasor will make his office in the First National Bank Building, Tulsa. He was formerly with the Texas Co.



**NEW  
RHEEMGLAS  
FURY LOWBOY  
WATER HEATER  
MEASURES UP  
TO BIG  
HOT WATER  
DEMANDS**

The low, functional design of the Rheemglas Fury Lowboy enables you to install a fully automatic Rheemglas lined water heater in the most cramped quarters. Only 52 3/4 inches low, it tucks under stairs, in crawl spaces, attics and basements with low overhead clearance. Yet despite its smaller size, the Fury Lowboy is "Demand Rated" to provide a constant supply of hot water . . . 1/3 more hot water than other makes having equal gallon capacity. Engineered with all the famous Rheem water heater features, including improved burner design. Storage tank is entirely lined with Rheemglas . . . the exclusive glass lining that resists rust and corrosion. This, plus a 10-Year Warranty, assures long and complete water heating satisfaction.



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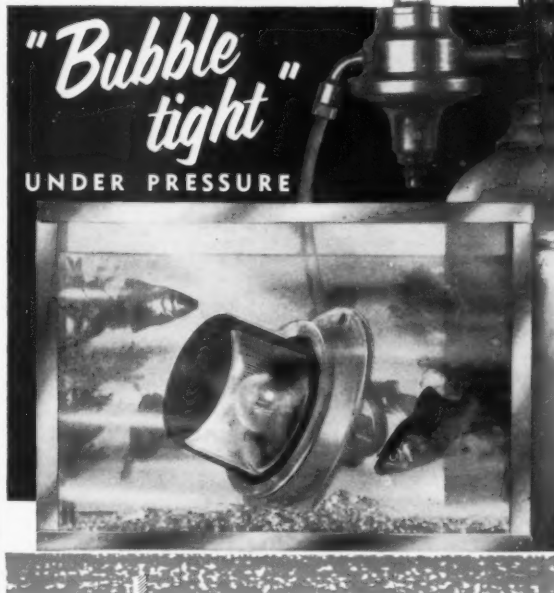
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water heaters, steam and hot water boilers, central air conditioning,  
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MAY, 1958

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*Snap Seal*  
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**Vapor-proof**

Warren Snap Seals prove that after six months of total immersion in water, all exterior conditions are excluded indefinitely. Results: lifetime service, minimum maintenance, no rusting or corrosion, longer bulb life, no inside lens fogging.



No time-con-  
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clips or gaskets.  
Replace bulb  
in seconds.

*Free Catalog...*

to improve your safety lighting send today—

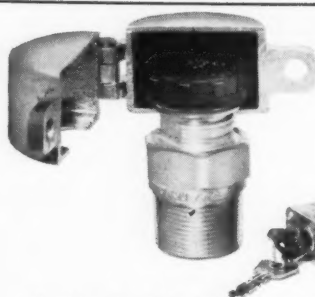
NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



**BETTS**

**MACHINE COMPANY  
WARREN, PENNSYLVANIA**

MANUFACTURERS OF WARREN EMERGENCY VALVES & WARREN MANIFOLD VALVES



## NOW . . . an economical, safe way to lock your LP-Gas systems on loan or lease

Enables the LPG dealer to make a workable "Service Contract" on systems owned by the consumer. Decorative, duplicate contract forms furnished with each lock cap, on request. Lock caps are packed 24 to carton—4 cartons to the case.

### SERVES MANY PURPOSES:

- 1 Gives contracting dealer exclusive rights or control on all gas delivered into container.
- 2 Prohibits tampering by unauthorized persons.
- 3 Discourages "distress raiding" of consumer customers by unethical operators.

Hinged lock cap cover is made of die cast aluminum. Cover encloses acme thread and cap on filler valve. It is designed for use with a padlock. Permits filler valve to be locked without interfering with operation of other valves.

- 4 A dealer-consumer agreement provides that dealer will remove lock and cap upon request of consumer. This serves as a warning to dealer that all is not well with one of his consumers.
- 5 Helps dealer collect past due accounts.
- 6 A safety device for tanks located in congested areas, schools, churches, motels, etc.

### U. C. RONEY, Anchor Manufacturing Co.

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Distributors: For further information and prices write direct to us or to the nearest Anchor Manufacturing Company distributor below:

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3165 Choctaw Drive  
7200 N.W. 29th Court  
Box 111

Berwyn, Ill.  
Denver, Colorado  
Dallas, Texas  
Kansas City, Mo.  
Mobile, Alabama  
Baton Rouge, La.  
Miami, Florida  
Mt. Pleasant, Iowa

Valley Industries, Inc.

## Worthington names Des Jardins to manager of department

Paul Des Jardins has been appointed manager of the new product and marketing planning department of Worthington Corp.

He will be responsible for the planning and integrating of the marketing programs of all the separate product divisions of the corporation.

## Pringle promoted to general sales manager for Howe Scale

Frank E. Pringle has been named general sales manager of the Howe Scale Co., it is announced by John G. Fenton, executive vice president.

Mr. Pringle joined Howe as assistant general sales manager July 1, 1956. By his new appointment, he is also made a member of the Howe executive committee.

## OBITUARY

### Clarence A. Miller

Clarence A. Miller, 58, president of Kresky Manufacturing Co., Petaluma, Calif., and nationally prominent in the oil and gas appliance field, died February 21.

Besides heading the parent company in Petaluma, Mr. Miller was president of the Kresky Manufacturing Co. of Canada, the Kresky Sign Co., the Ward Heater Co., Los Angeles, and the Metal Products Co., Santa Rosa, Calif.

### James W. Hale

James W. Hale, manager of Automatic Gas & Appliance Co. of Talladega, Ala., died February 24 from a coronary thrombosis. He was 40 years old.

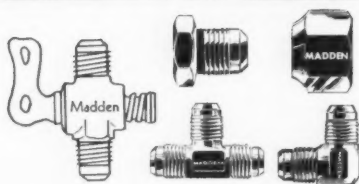
### Jack Richburg

Jack Richburg, owner of Peoples Gas & Appliance Co., suffered a fatal heart attack on February 25. He was 38 years of age and had been associated with the L. P. gas industry for a number of years.

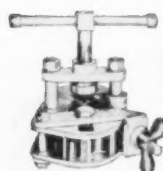
### Charles L. Williams

Charles L. Williams, 43, a branch manager of the Bottled Gas Corp. of Virginia in Colonial Heights, died March 2 in his home.

## MADDEN MEANS DEPENDABILITY



### TOP QUALITY FITTINGS AND ACCESSORIES



including  
**WIMCO TOOLS**  
**FLARE TOOLS**  
**TUBE CUTTERS**  
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Complete stocks of plant, truck, and installation equipment and supplies.

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# NEW NORCO GAS REFRIGERATORS

... first with the most



**Model 5865G**

Approx. 6.7 cu. ft., free standing, across top freezer with 3 ice cube trays; 2 butter keepers, egg rack, jar rack, bottle stand, full width crisper with glass cover, 4 shelves.

## EFFICIENT

New NORCOLD Refrigerating Unit designed to function efficiently in extreme climates; makes ice even in tropical temperatures. Opens up brand new market potential.

## COMPACT

New larger storage capacity in relation to cabinet size is a strong NORCO sales feature wherever space is at a premium.

| DIMENSIONS | NORCO 5865G   | NORCO 584G    |
|------------|---------------|---------------|
| Height     | 44 1/4 inches | 33 1/2 inches |
| Width      | 24 inches     | 21 3/4 inches |
| Depth      | 26 1/2 inches | 23 inches     |

## ATTRACTIVE

Smart new styling with choice of WHITE or HAMMERED BRONZE exterior finish to harmonize with any kitchen decor. Pastel green and pink interior with gold and black trim.

## AVAILABLE

Sample quantities of both the 584G and 5865G have been earmarked for each of the major gas utilities and LP-Gas distributors. Orders for larger quantities will be filled on a "first come, first served" basis. When ordering please specify if LP-Gas models are desired.

Square slimline 9 and 12 cu. ft. models available soon.

## keep the all-gas home flame burning with NORCO

Here's what you have been waiting for...the first two models of the new NORCO GAS REFRIGERATORS with features never before available in *any* gas refrigerator. New NORCOLD Refrigerating Unit that makes NORCO ideally suited for even the hottest climates...space-saving cabinets strikingly styled in both color and contour...fully automatic ignition and safety controls plus a warranty that assures complete customer satisfaction.

NORCO REFRIGERATORS have proved their trouble-free operation through rugged *road-testing* in thousands of mobile homes over the past 5 years. Newly expanded production facilities will enable us to fill *all* of your NORCO REFRIGERATOR requirements within a very short time; we ask that you please bear with us during this initial short supply period.

Get set today for tomorrow's refrigerator business

Order your new NORCO GAS REFRIGERATORS now!

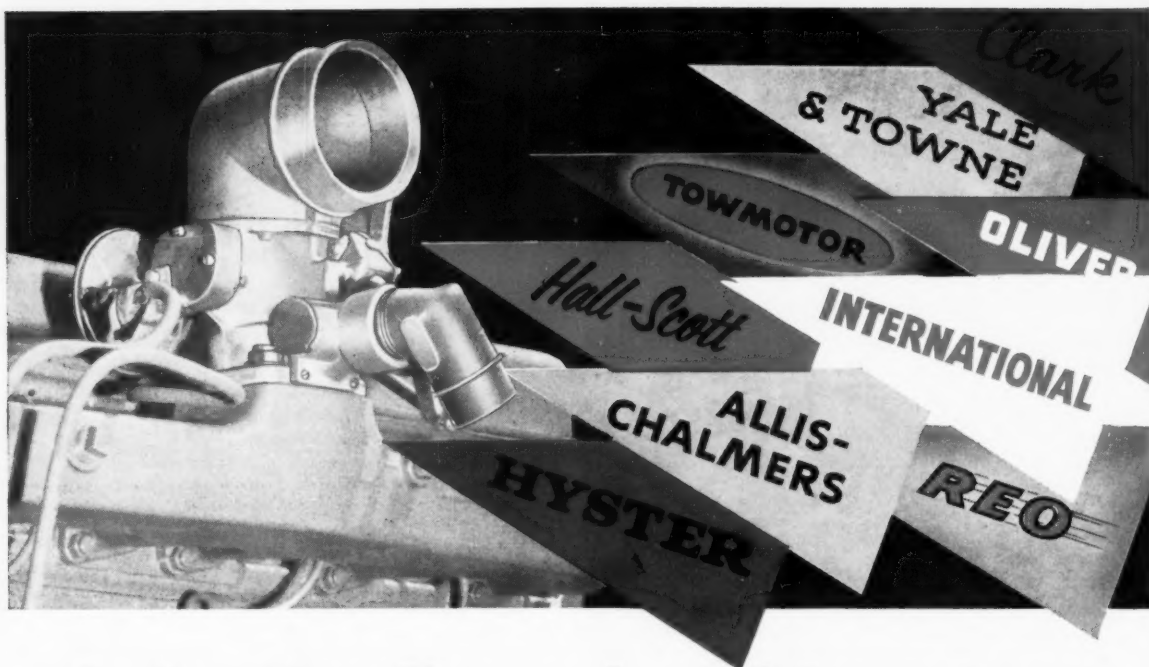
NORCO, INCORPORATED • Dept. 16, 5111 West Washington Blvd., Los Angeles 16, California



**Model 584G**

Approx. 4 cu. ft. square cabinet, contoured door, formica table top, vertical evaporator, 2 ice cube trays, 2 butter keepers, egg rack, bottle stand, full width crisper with glass cover, 3 shelves.

AVAILABLE IN WHITE OR HAMMERED BRONZE EXTERIOR FINISH



# Join the Parade of Leaders

who specify Century-Marvel-Schebler  
as factory equipment on LP-Gas models!

JOHN DEERE  
TOWMOTOR  
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MERCURY  
OLIVER  
COCKSHUTT  
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AUTOMATIC  
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ALLIS-CHALMERS  
(Buda-Division)  
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WHITE  
YALE & TOWNE  
READY POWER  
AUTOMATIC

All of these leaders in automotive manufacturing are factory installing Century or Marvel-Schebler carburetors on LP-Gas models.

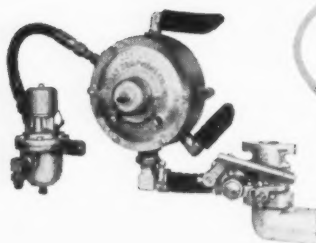
This acceptance by manufacturers is your guarantee of dependable engine performance—easy starting, perfect idling and full power for your engines.

Century-Marvel-Schebler have the most complete research and development facilities and the broadest line of LP-Gas carburetion systems ever offered. Sizes and models range from 5 to 500 h.p.

For complete information write today! Factory trained consultants are available to assist you.



*Demand the dependability of a complete Century carburetion system with metering valve control of combustion.*



Century Gas Equipment  
Marvel-Schebler Products Division, Borg-Warner Corp.  
625 Southside Drive, Decatur, Illinois

Export Sales: Sin Par Automotive Div., Singer Products Co., 15 Moore St., New York 4, N.Y.



**Butane, Propane**

# POWER

**CARBURETION • INSTALLATION  
• SERVICING**

**POWER SECTION**

**CONVENTION AND SHOW ISSUE**

## **AN EXCLUSIVE BPN REPORT**

By CARL ABELL • Editor

**F**OR the past several years the motor fuel end of the L. P. gas business has been cooking along nicely. Engine fuel has become a substantial part of the marketed gallonage—12.2 per cent according to the latest Phillips Report.

Two leading truck manufacturers and all major gasoline tractor manufacturers have been putting out models equipped at the factory with LPG fuel systems and propane compression ratios. Some manufacturers of fork lift and industrial trucks are running as high as 35 per cent or more of their total production with LPG systems.

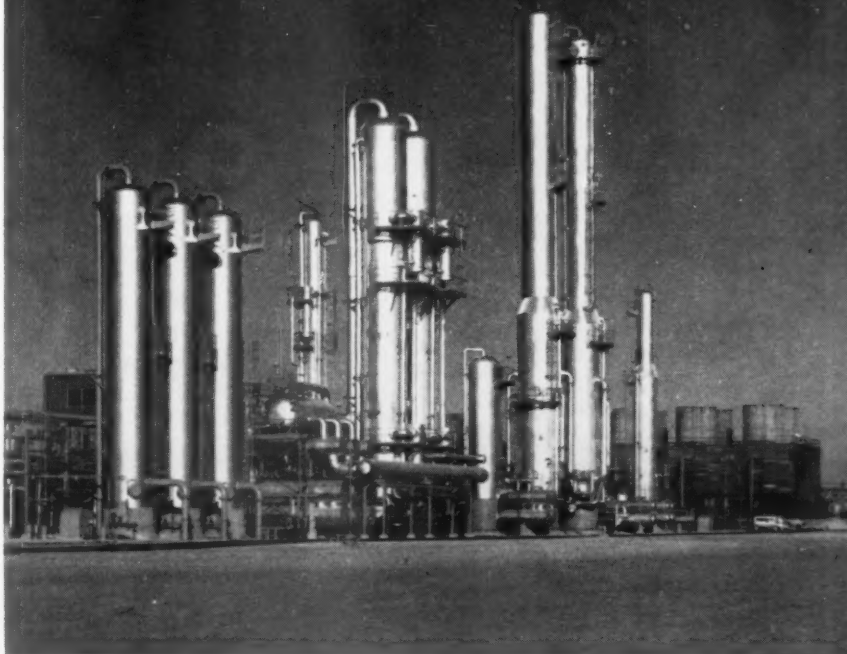
On the whole, propane has been doing a good job. There were a few isolated complaints, but very little real trouble. But over the past few months the situation has suddenly become critical. What happened? What needs to be done? Who should do it?

### **Trouble brewing**

The first indications of real trouble were scattered reports from various parts of the country

# NEEDED..

## Motor Fuel Standards for LPG



# LP-GAS TRACTORS PERFORM THEIR BEST ON

# ENSIGN

## CARBURETION



Whether you're a tractor manufacturer, a tractor or LP-Gas dealer or a farmer wishing to use LP-Gas as a tractor fuel, here are 8 reasons why you should choose ENSIGN:

(1) With ENSIGN carburetion the engine starts easily. (2) Runs smoothly and economically. (3) Stays in adjustment. (4) Is built well to rigid standards and lasts for years. (5) Is easy to service. (6) When it needs repair, parts are readily available for even very old models. (7) Costs no more. (8) ENSIGN is the popular choice everywhere.

Examine any of the leading LP-Gas tractors shown below. They all come equipped with engines specially designed for LP-Gas and with ENSIGN LP-Gas carburetion.

To convert gasoline tractors to LP-Gas, ENSIGN offers a complete assembly for every make and model of tractor.

Check with any ENSIGN dealer or with us direct for information and prices.

## ENSIGN CARBURETOR COMPANY

1551 EAST ORANGETHORPE AVENUE, FULLERTON, CALIF.

Branch Factory: 2330 West 58th Street, Chicago 36, Illinois

THESE LEADING LP-GAS TRACTORS ARE FACTORY EQUIPPED WITH ENSIGN





that propane engines in heavy duty trucks were burning pistons. This was not an epidemic. The majority of the trucks were doing all right, but right alongside the satisfactory operations were others that were deep in trouble.

Shortly, one of the manufacturers of propane trucks dropped out of LPG engine production, and the word came over the grapevine that they would build no more until they could be assured that satisfactory fuel containing less than 5 per cent of propylene could be available all over the country.

Then we began to get reports that tractor manufacturers were

unhappy over the use of butane in their propane engines. Some were even talking about withdrawing their warranty in cases where operation was done on butane.

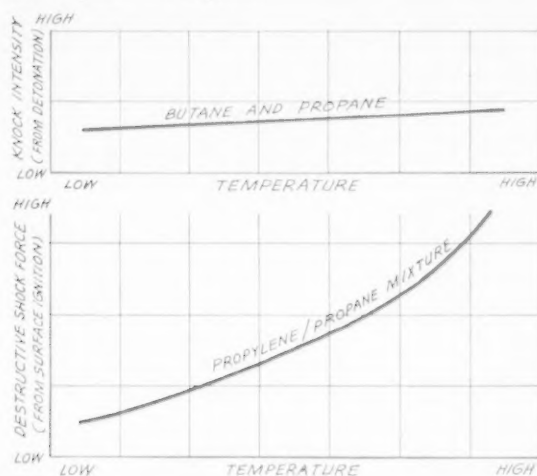
And now another truck manufacturer has changed several sizeable fleets back to gasoline, and has lowered compression ratios in other fleets in an effort to get away from piston burning trouble.

This is a serious situation, and it should be corrected at once or our industry stands to lose much of the progress of the past years in building up engine fuel volume. Investigation reveals that the trouble arises from the use of

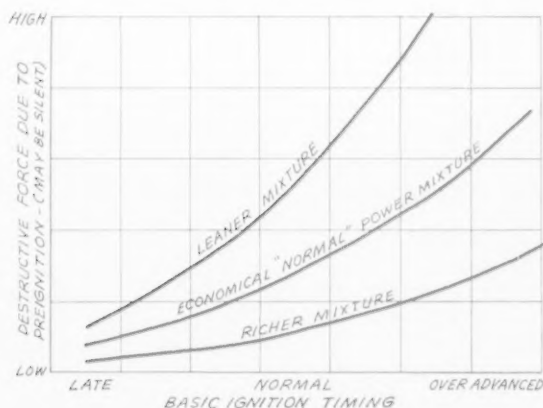
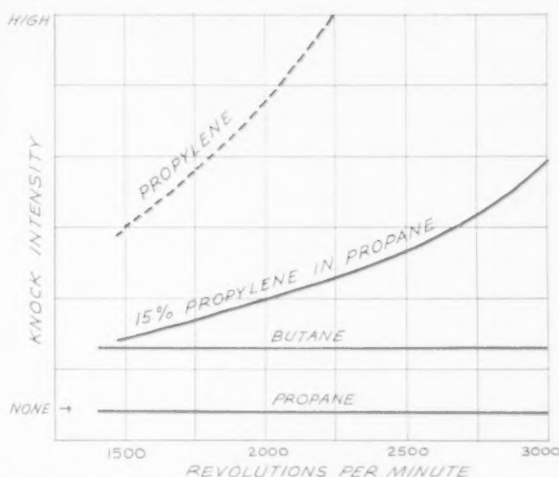
something besides propane in engines designed and equipped for operation on propane. This has happened because of widespread misunderstanding or lack of understanding of the differences between propane and the other ingredients that might be included in the mixtures currently sold as L. P. gas.

Propane is and always has been an outstanding engine fuel. It has extremely high anti-knock value. It burns clean, leaving almost no deposits in the combustion chambers or in the crankcase. The engine oil lasts several times as long as that in a gasoline engine. Be-

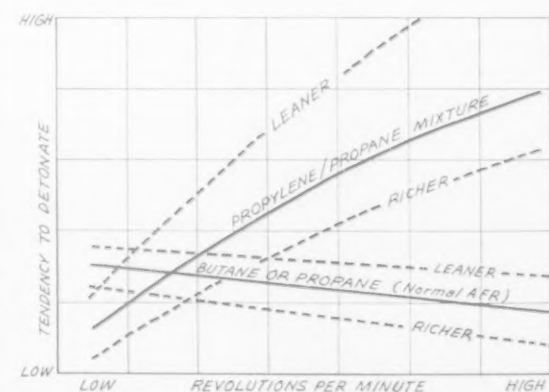
Effect of temperature on combustion characteristics of LPG ingredients. (Upper)—Showing anti-knock stability of butane and propane. Tendency toward surface ignition is very low. (Lower)—High operating temperature has pronounced effect in inducing surface ignition with propylene.



Relative knock intensity of propane, butane, propylene and propane/propylene blend in compression ratio suitable for propane, plotted against speed.



Effect of ignition timing and air/fuel ratios on tendency of propylene/propane mixtures to preignite.



Knocking tendency of butane or propane, and propylene/propane mixture in relation to engine speed, and the effect of leaner and richer mixtures on fuel detonation.

cause of the absence of fuel contamination in the oil, and because there is no dilution of oil during cold starts, propane engines can operate from two to four or more times as long between overhauls as the same engines using gasoline. Commercial propane, when burned in an engine of proper design and compression ratio for its use, is the most satisfactory power fuel that has ever been widely used.

### Root of the trouble

Now we come to the source of the confusion and trouble. Propane of motor fuel quality—the stuff for which these propane engines were designed—comes from only one type of source. It comes out of the ground as a primary product of oilfields and gas wells. It is not manufactured as a by-product in the synthetic processes used in manufacturing gasoline or other petroleum products.

Propane may be separated and liquefied at the source, but it may also be recovered at the refinery before the crude oil with which it is transported goes into the other distillation processes. Butane and propane are sometimes added to crude oil before it enters the pipeline to “break” its viscosity, make it more fluid, and thus speed its flow and reduce the cost of pumping it to the refinery. When it is recovered at the end of the line, this propane is exactly the same as that which is recovered in the oil fields. It is equally as good for motor fuel—if it can be obtained without being blended with the by-product propane (so-called) that comes out of the cracking stills and other refinery equipment that take molecules apart and put them back together in different forms.

### Propylene—the culprit

“Refinery propane” is a different product than “oilfield propane.” It may contain a high percentage of true propane, but it also contains a percentage of propylene, which is sometimes called “propene.” Refinery propane may be just as clean and free from non-petroleum contaminants as oilfield propane. In fact, it is gen-



LPG-powered logging trucks in the Pacific Northwest have been running into too much engine trouble. Less propylene in propane used for engine fuel is needed for satisfactory operation.

erally just as well purified. The boiling point of propylene is very close to that of propane, so it is quite difficult to separate the two by any inexpensive distillation process. Its Btu value is also very close to that of propane. For use in any domestic appliance it would be impossible to tell the difference between propane and propylene.

The refineries produce propylene, and they must make some economic use of it. Propylene is finding increasing demand as a chemical raw material, but not all refineries are located where they can market it for that purpose. They can burn it under their boilers, but this may be uneconomical because in some refineries they can get other fuels that cost less. Or they can sell it for propane, either as it comes from the processing stills or blended with oilfield propane that reaches the refinery with the crude oil.

There is presently no standard that governs the amount of propylene that may be included in the mixture. There was no need for such a standard until it began to give trouble in fuel that found

its use in operating engines. This trouble is now becoming serious. With the recent great increase in engine fuel use, we must develop suitable standards for propane motor fuel or suffer a considerable set-back in the carburetion end of the business.

Now let's take a look at the peculiarities of the various components that may be present in L. P. gas, and see why these standards are necessary. First, let's consider anti-knock values.

### Octane rating

There has been a great deal of loose talk about the “octane rating” or anti-knock value, of propane, and by extension and confusion, of LPG. We call this “loose talk” because we have never seen or heard of any laboratory equipment with which an anti-knock value comparable to the octane number of gasoline could be determined. We know that pure oilfield propane has an anti-knock value above 100 because that is the way it behaves in an engine. It may be as high

as 110, but it is extremely doubtful that it even approaches the 125 figure so frequently quoted.

We do not know the exact octane value of butane, again because there is no commonly available standard method or equipment for making an exact rating. We know it is a good deal lower than propane. It is variously reported in the range of from 93 to 95, and this is based on the way it behaves in automotive engines. This is about in the range of the present better brands of regular grade gasoline.

Obviously, butane is not a suitable fuel for use in engines of the higher compression ratios that have been designed for the higher anti-knock value of propane.

We have an early report of the comparative anti-knock characteristics of propane, butane and propylene based on "critical compression ratios" in a variable compression laboratory engine. These measurements were taken under the following standard operating conditions:

Engine speed, 600 rpm  
Water jacket temp., 212° F  
Mixture ratio for max.  
power  
Spark setting for max.  
power  
Full throttle, full load  
Compression ratio, highest possible without objectionable knock

---

While high percentages of propylene in LPG might be quite satisfactory for engines in light service, it is definitely a trouble maker when used in heavy-duty, high-speed service such as the tractors below.

Under these test conditions, the critical compression ratio of propane was reported as 12.0:1; of butane, 6.4:1; of propylene, 8.4:1. In interpreting these results we must bear in mind that this was a small single-cylinder engine, operating under fixed conditions. They do not match the conditions that govern fuel behavior in large multiple-cylinder engines operating under variable speed, load and temperature conditions. They do emphasize that there are important differences, and in conjunction with facts that we know about components of gasoline, they guide us in working out the important facts of the behavior of LPG ingredients in the kinds of engines with which we are concerned.

We know that petroleum motor fuel ingredients of the paraffinic and naphthenic series have good anti-knock stability under a wide range of temperatures and engine speeds. Their tendencies to knock change very little as the operating temperature and/or the engine speed go up.

Both butane and propane fall in the paraffinic group. Each may be used in engines of suitable compression ratios for their respective anti-knock values, and they will do a good job under the full normal range of operating temperatures and speeds. The butane compression ratio, as indicated above, is much lower than the compression ratio that may be used with propane.

#### Anti-knock characteristics

Petroleum fuel ingredients of the olefinic and aromatic series

(corresponding to cracked gasoline fractions) have entirely different anti-knock characteristics. While they tend to have unusually good anti-knock values at low speeds and low temperatures, the tendency to knock increases rapidly as engine temperatures and speeds increase.

Propylene is one of the olefinic group. While it may be quite satisfactory in engines in light service (moderate speed and moderate load), it is definitely a troublemaker when used in heavy-duty high-speed service. In this classification we would include heavy trucking, and to a slightly lesser degree irrigation pumping, oilwell drilling, and heavy tractor work.

To understand the full extent of this trouble we need to know the nature of detonation (fuel knock) and surface ignition (pre-ignition), and the way the LPG fuels react in relation to these conditions.

#### Detonation

Detonation is the instantaneous ignition and burning of a portion of the fuel charge in the combustion chamber after some of the charge has burned normally following ignition by the spark plug. Normal combustion is a smooth, steady flow of the flame front through the compressed fuel mixture. It increases the pressure on the piston gradually and without shock. Detonation is an explosive reaction which develops force suddenly, and transmits a shock down through the piston, wristpin and bearings. Since the engine is not able to convert this sudden force into power, most of



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## McClain LPG FUEL INJECTION SYSTEMS

Constant Fuel-Air Ratio Gives  
More Power and More Miles  
per Gallon.

- Quick, Safe Starting
- Quick Acceleration
- Fuel-Air Ratio Not Affected  
By Temperature or Altitude



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FLORIDA—Florida Fuel Injector Distributing Co., Tampa, Florida

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Fuel Injector Distributing Co., Monroe, Louisiana

NEW MEXICO AND TEXAS' PERMIAN BASIN WEST—S & S Distributing  
Co., Carlsbad, New Mexico

SOUTH, EAST AND NORTH CENTRAL TEXAS—Fuel Injectors Inc., San  
Antonio, Texas

KANSAS—Kansas Injection Distributors, Oxford, Kansas

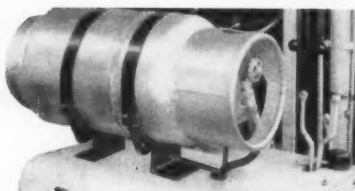
KENTUCKY—Big Three Gas Co., Louisville, Kentucky

ARKANSAS—Harris Distributors, Little Rock, Arkansas

ARIZONA AND CALIFORNIA'S IMPERIAL VALLEY—Arl-Cal Co., Phoenix,  
Arizona

ILLINOIS—Lakeland Gas Co., Waukegan, Illinois

## CHANGE CYLINDERS IN LESS THAN A MINUTE!



### LPG TANK MOUNTING BRACKETS

for Materials Handling Equipment

New Improved Design!

Safe, Sure and Simple! Use with any  
Materials Handling Equipment that has  
space for an I.C.C. Tank; either 20,  
33 1/3 or 43 1/2 lb. Horizontal or vertical  
mounting. Positive locking holds tank  
firmly. Exceeds N.F.P.A. Requirements  
by 100%. Used by many of the nation's  
leading industrial firms. See your dis-  
tributor or write.

USER PRICE \$24

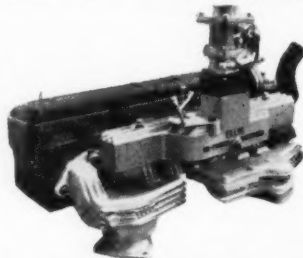
Write for New  
Quantity Prices

### LPG FUEL INDICATOR KIT

End expense caused by "Out of Fuel."  
Red Warning light flashes when LPG is low.  
USER PRICE \$11.90

**BRAKE MANUFACTURERS INC.**  
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## DON'T RAISE THAT COMPRESSION! . . . install an ELLIS (extra cold) MANIFOLD



Leading LPG engineers are sold on the merits of  
Ellis Bu-Power (Extra Cold) Manifolds. These  
manifolds give high-compression performance with  
low-compression reliability. Head gasket, ring  
and bearing troubles are minimized. . . . .

Get the most out of your LP truck with an Ellis  
Dual Exhaust Manifold. This latest addition to the  
Ellis line has proven far superior to the so-  
called improved 3 1/2 x 4" exhaust systems in test  
after test under actual road conditions.

By lowering combustion chamber temperatures  
and reducing back pressure, Ellis Dual Exhaust  
increases horsepower. Used with the Bu-Power  
Manifold, it gives your truck power that exceeds  
gasoline horsepower. This is possible only with  
an Ellis Manifold.

### ELLIS MANIFOLD CO.

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Los Angeles 23, California

Phone

LUdlow  
8-6130

In most cities dial information for the  
number of Ellis Manifold Distributor.

the energy is converted into heat,  
and the result is loss of power  
and abnormally high temperatures  
in the surfaces exposed to the  
combustion.

While mild detonation is rela-  
tively harmless, when it becomes  
severe it may do extensive dam-  
age to pistons, valves, bearings  
and spark plugs due to the com-  
bined effects of shock and heat.

There are three factors which  
combine to cause detonation. They  
are (1) heat generated in the fuel  
mixture during the compression  
cycle of the engine; (2) more heat  
developed in the unburned por-  
tion of the mixture ahead of the  
flame as burning takes place and  
increases the pressure in the  
chamber; and (3) still more heat  
radiated into the unburned mix-  
ture from the heated combustion  
chamber surfaces and the lumi-  
nous flame front. When the heat  
from these three sources brings  
the unburned fuel up to its igni-  
tion temperature, it burns instan-  
taneously.

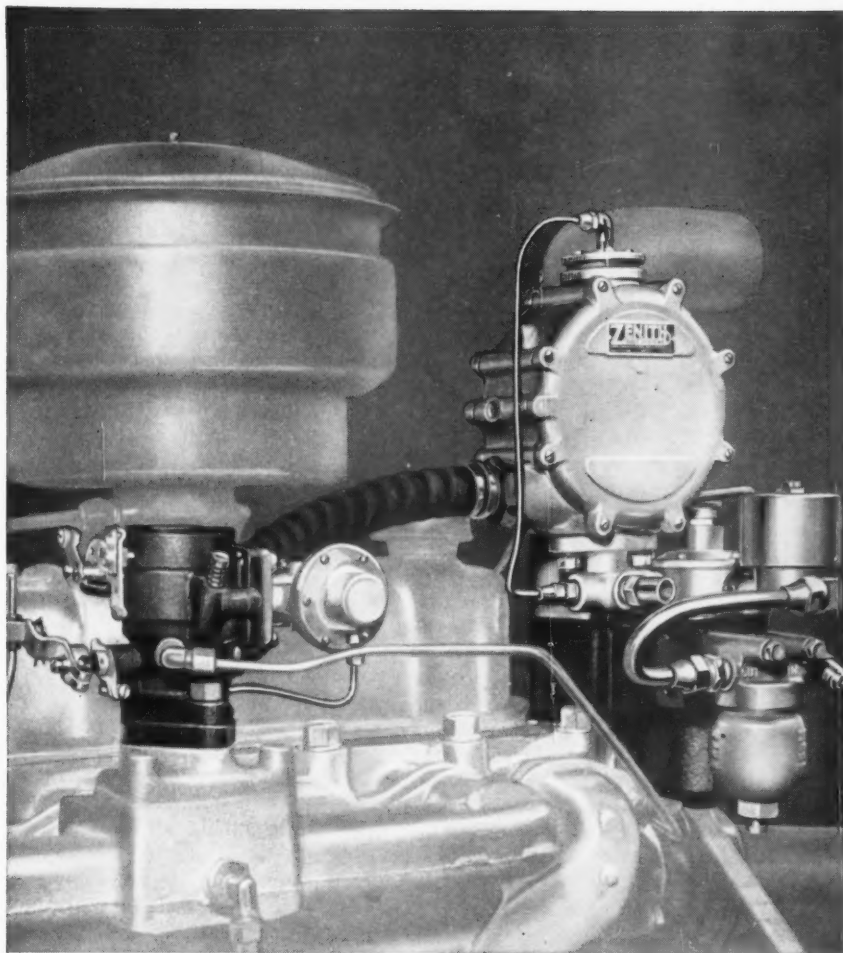
Detonation may be reduced or  
prevented by lowering the com-  
pression ratio, so less heat is gen-  
erated due to pressure, or by tim-  
ing the ignition later so the pis-  
ton starts on its downward stroke  
and thus reduces pressure while  
combustion is taking place, or by  
using a fuel that is capable of  
withstanding a higher tempera-  
ture before auto-ignition takes  
place.

### Surface ignition

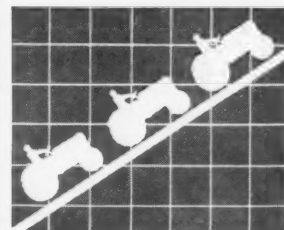
Surface ignition, sometimes  
called pre-ignition, is a different  
phenomenon. It is the ignition of  
the fuel charge by direct contact  
with some local hot-spot on the  
surfaces exposed to the combus-  
tion chamber. It is independent  
of the spark ignition, and may  
occur before, or at the same time  
as, or after the spark has taken  
place. It may or may not result  
in audible detonation, depending  
on the time at which it takes place  
in relation to the spark ignition.

Surface ignition that occurs  
considerably before the spark  
takes place may be silent, but it is  
generally highly destructive. Most  
of the piston burning that has oc-  
curred in LPG engines is believed

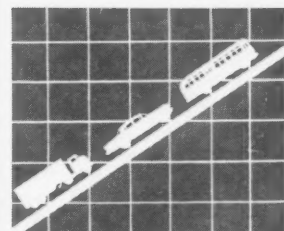




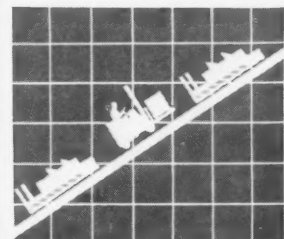
## GIANT MARKETS GROWING LARGER EVERY DAY



FARM TRACTORS & EQUIPMENT



TRUCKS, TAXIS, BUSES & CARS



WIDESPREAD INDUSTRIAL USE

## SELL THE LARGEST L. P. GAS MARKET WITH ZENITH, THE WORLD'S FINEST L. P. GAS SYSTEM

Any way you look at it, L. P. gas carburetion can be one of your biggest sources of income.

First of all, there's a profit for you every time you sell a Zenith L. P. Gas Carburetion unit—and the sales potential here actually runs into millions of units.

Second—farm tractors, trucks, taxis, and industrial users are big-volume, year-round users of L. P. gas. Every Zenith installation means a real boost in fuel sales.

Last, but far from least, Zenith has a nation-wide organization of factory-trained distributors who are ready and willing to work with you if installation or service of Zenith L. P. Gas Carburetion systems present any problem.

Here, indeed, is an opportunity for alert L. P. gas dealers and distributors to go after the biggest sales potential in the

field with a line of L. P. gas systems second to none—backed by a nation-wide service organization equipped to help you with every type of technical or mechanical problem from original installation to complete service follow-up.

If you are interested in big-volume business, write our L. P. carburetion sales department today for complete detailed information.



*has more experience in more fields  
with more engine types than any other carburetor  
manufacturer.*

### Zenith Carburetor Division

696 Hart Avenue, Detroit 14, Michigan



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Has been proven by  
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TANK firsts which  
are now standard  
in the industry.

ANOTHER  
WESTERN  
TANK



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tanks to match tractor colors.

FIRST to manufacture replacement  
tanks to tractor manufacturers'  
specifications.

FIRST to manufacture the AD-  
JUSTO, the tank that fits every  
pickup made.



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Catalog . . .  
and weekly stock lists are available  
from your Western Distributor —  
Write for his name & address.

to have been caused by early surface ignition.

Surface ignition occurs principally in engines in the higher compression ranges. It has been one of the more serious problems connected with the development of gasolines that can give satisfactory service in the higher compression automobile engines. Fuel components differ a great deal in their sensitivity to surface ignition. Butane and propane give little trouble from this cause. Propylene is highly sensitive to surface ignition. This is probably related to its increased tendency to detonate with increases of engine speed and temperature.

## The answers

In the nature of these three LPG fuel components we find the answers to most of the puzzling problems of these service difficulties. They also supply the reasons why complaints have been rare or absent in other applications. Fork-lifts and indoor industrial trucks have a very clean record in these respects. The only trouble that has been brought to our attention in this field was in a few cases where the compression had been raised without proper revision of the spark timing characteristics. These cases occurred in an area where the major fuel supplies consisted of refinery propane.

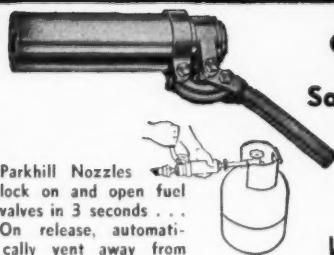
Tests conducted jointly by Wichita Transportation Co. and Phillips Petroleum indicate that refinery propane containing as high as 15 per cent of propylene is satisfactory for city bus operation in flat terrain. But this

again is "moderate service." Logging trucks in the Pacific Northwest have developed a large amount of piston trouble. While the propylene content of the critical fuels in this area has not been reported to us, we do know that much of the available supply comes out of refineries.

As an industry we do not know enough about these relationships. But it is quite apparent that we need to find out the pertinent facts, so we may develop motor fuel standards that will permit correction of present difficulties and future progress in the carburetion end of the business. This is a joint problem, of interest to fuel producers, the marketers who are endeavoring to build motor fuel gallonage, the carburetor manufacturers, engine manufacturers and manufacturers of vehicles in which LPG is to be used.

We urgently need motor fuel standards for propane. These should be based on experience and reason. They should be set at a level that can be met without undue hardship to producers, but they should be the highest that can be reasonably met. Such action, and voluntary compliance by producers wishing to participate in this volume, will give the engine manufacturers a basis for design that will avoid the outbreaks of service problems that are now retarding the acceptance of their propane models and slowing down the development of the LPG motor fuel market.

There has been a parallel problem in connection with gasoline and gasoline engines, going back over many years. A long time ago



Parkhill Nozzles  
lock on and open fuel  
valves in 3 seconds . . .  
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cally vent away from  
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Two sizes: Domestic 7",  
Truck 11" overall.



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1. Time Tested
2. Quick Filling
3. Simple and Safe
4. No Cold Burns

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**PARKHILL-WADE**

2264 Huntington Drive, San Marino, Calif.

the Society of Automotive Engineers and the American Petroleum Institute joined forces to establish the Cooperative Fuel Research Committee to work out the answers to their joint problems. Out of this grew the present Coordinating Research Council, the function of which is to keep developments in engine requirements and fuel quality in step with each other.

The work of this group has been of inestimable value in making possible the increase in gasoline efficiency that has taken place over the past few years. The foundation of this progress has been the development of standardized testing equipment and test methods, revised through the years on the basis of new problems and new experience. This has permitted orderly development from both sides, so improvements in engine efficiency could take place without working economic hardship on refiners.

We must have such a means of

coordination in the motor fuel end of our industry. The Coordinating Research Council has the organization and the experience to handle this job. If the initiative and the funds were made available, it might be persuaded to undertake the task. But the initiative and funds must come from our end of the industry.

The Liquefied Petroleum Gas Association is in position to represent at least three of the groups that are interested in the solution of the problem of LPG motor fuel standardization — the producers, the marketers, and the LPG carburetor manufacturers. We respectfully suggest that the LPGA should take immediate steps to get this project underway with a top-priority waybill. ■

**Editor's note—**The charts reproduced herewith are diagrammatic only. Their purpose is to visualize known comparisons on which precise data are not yet available.

### Well drilling brings new L. P. gas customers

At least 300 new LPG accounts have resulted from the drilling of 1800 wells in the past seven years. Hattiesburg Water Wells is a sideline service of the Supertane Gas Co. Inc., Gulfport, Miss. G. W. Braswell, manager of Supertane, points out that new wells frequently mean new bathrooms and water heaters.

The drilling rig is operated by the truck engine through a power take-off. The engine has been converted to LPG and often operates at a little more than a fast idle in drilling through pre-vailing sand and clay soils. It "runs all day on 10 gal. of gas" and motor repairs have been almost nil for the seven years.

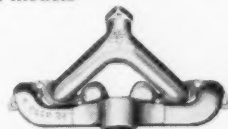


for long wear  
low vibration  
fast pick-up  
convert JOHN DEERE tractors  
with  
**JOHNSON  
VANASIL  
PISTONS**



LP conversions of John Deere and MM-"U" tractors result in more power and performance with Johnson Vanasil Pistons. Newly patented Vanasil amazingly combines the hardness of cast iron with the lightness of aluminum. Precision Johnson machining and engine "know-how" keeps pistons snug without sticking. Tractor vibration is kept low... stalling eliminated... pick-up increased.

For John Deere A, G, "50", "60" and "70"... also Minneapolis-Moline "U". Johnson Aluminum Pistons are available for John Deere A, B, D, G and H models



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International H, M, W-9  
Allis-Chalmers W, WC, WD, WF  
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POSITION WANTED: MAN WITH 10 YEARS' experience as manager of L.P.G. plant. Very successful in promotional work and oil field contact work. Prefer location in oilfield country. Personal and business references upon request. Reply Box 91, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

POSITION WANTED: 11 YEARS' EXPERIENCE operating own business. Would like to have position in South, Southwest or West Coast. Will furnish references. Robert E. Statler, County Gas, Inc., Kingwood, West Virginia.

## HELP WANTED

MANUFACTURERS' REPRESENTATIVES: Manufacturer of nationally distributed Protective Coatings for the LP-Gas Industry is expanding operations. Men now contacting bulk plants and dealers. Competitive non-conflicting side-line. Send resume first letter. Reply Box 77, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

MANAGER GAS PROPERTY NEW ENGLAND—Nation-wide company has challenging opening for progressive sales-minded manager for manufactured and bottled gas utility serving a community of approximately 35,000. Send complete resume of experience. Reply Box 78, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

## WANTED PLANT BRANCH MANAGER MIDDLE WEST

Position available with fast growing independent LPG distributor. Plant near our main operation. Recently purchased. Doing volume of 300,000 gallon yearly now with a potential of much more volume, large farming community. Desire qualified man to manage this operation on a salary plus profit-sharing basis. Have leasing, installment sales, and metering programs in use now and available for this branch plant operation. Excellent opportunity for the right man who is willing to work. Must have ability and experience in all phases of LP Gas; including sales, service, and ability to handle personnel. Good personality essential. State qualifications and send photograph in first letter.

Reply Box 96, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

## HELP WANTED - Cont.

COMMISSION SALESMAN TO SELL COMPLETE line LP and NH3 equipment in Midwest. Please state qualifications and experience first letter. Reply Box 94, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

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LPG BULK PLANTS. WE SPECIALIZE in selling petroleum properties throughout Midwest. Have number desirable plants for sale. OLE BRODD, PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

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RECENTLY WE SOLD SEVERAL LARGE LPG properties. We have qualified buyers available for your business. Contact us at National LPG Convention, Federated Petroleum, 3230 University, Madison, Wisconsin.

## FOR SALE

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USED PROPANE DELIVERY TRUCKS. 1200 GALLONS W.C. Presently in use and being replaced with larger units. United Petroleum Gas Co., 4820 Excelsior Blvd., Minneapolis 16, Minnesota.

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\$618.00 Down, and 36 payments of \$175.64 each, INCLUDING interest.

Why lease a truck for \$250.00 per month and still not own it? We have only 10 trucks available on this **SPECIAL**. Call Today.

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5000 gal. U-69 200# twin barrel. Good condition.  
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5516 gal. 1950 Code—250# twin barrel.  
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3000 gallon size built especially rugged for oil field use. Write, wire or phone

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Lubbock, Texas

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4 cu. ft.      6 cu. ft.      8 cu. ft.

Used: Guaranteed in good operating order. Excellent condition. Low delivery cost anywhere. Send for illustrated folder NOW and be ready for your spring selling season.

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DECALS MADE FOR TRUCKS, EQUIPMENT. Small or large quantities. Catalog free. Mathews Co., 827 S. Harvey, Oak Park, Ill.

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Will go anywhere

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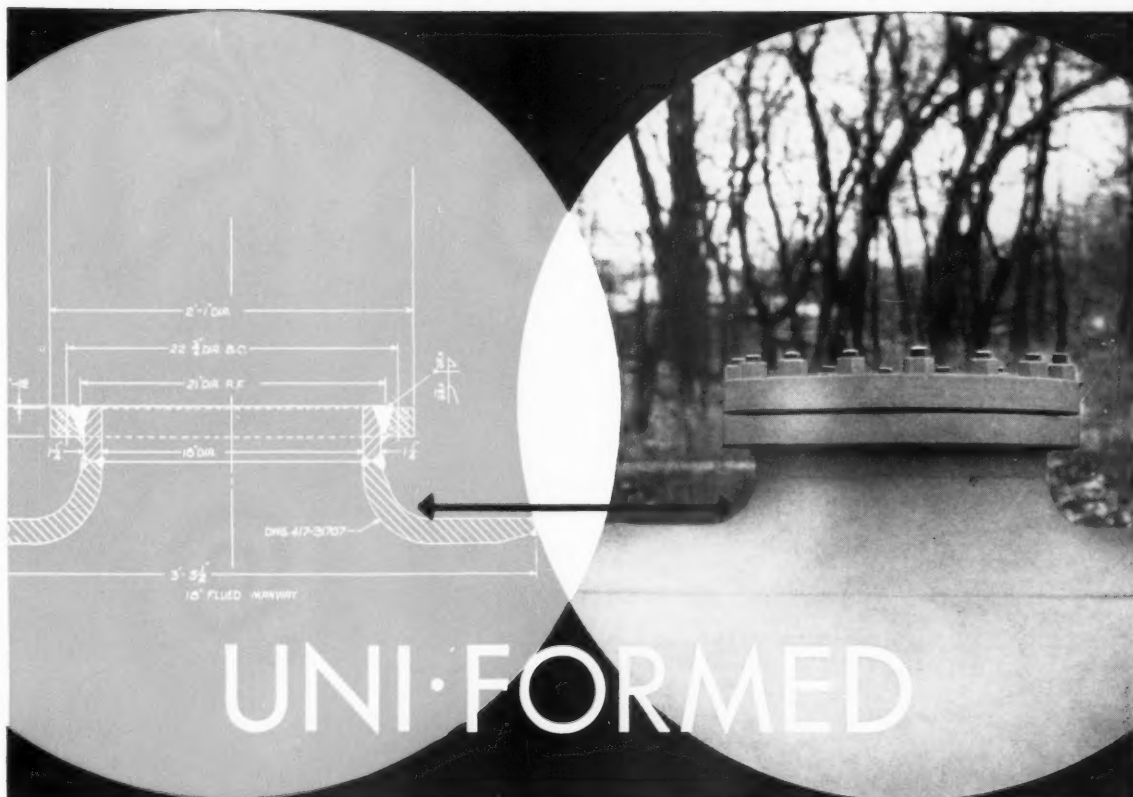
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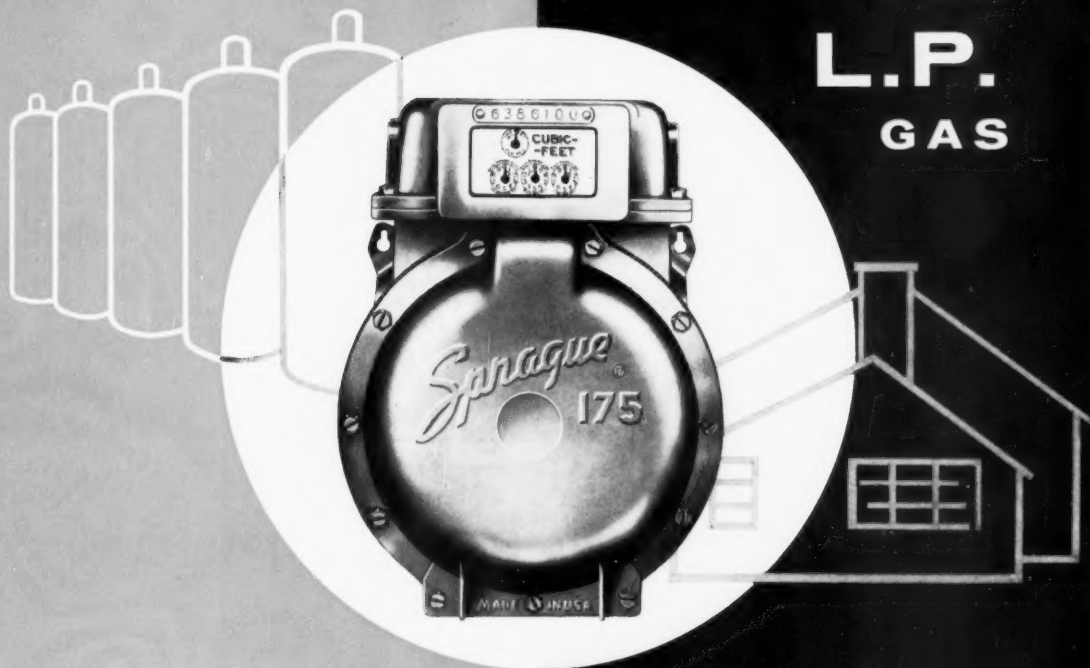
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